# CHENSIS DRUCKSI

The newsweekly for pharmacy

March 8, 1986

a Benn publication

Discount scale up in PSNC April pay deal?

OPD could be wholesale disaster, say Unichem

Vestric make major impact on AAH third quarter profits

Guidelines on new MDA legislation

Government to do a deal' on Shops Bill?



CHALLEN TURE

# No wonder other pregnancy tests are feeling blue.



When Clearblue was launched last year, we explained how it was a new, highly reliable pregnancy test. That it was hygienic and simple to use. And that it gave an easy-to-read result as early as the first day of a missed period.

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Because three months later you'd made it the country's best

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And since our heavy advertising and

extensive trade support will continue throughout 1986, it's worth making sure you stock the one pregnancy test that women clearly prefer.



Clearblue's decisive colour change gives an answer women can rely on.

Clearblue. Already Britain's most popular home pregnancy test.

# CHEMIST DRUGGIST

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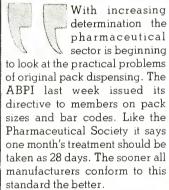
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#### COMMENT



Elsewhere the Department of Health's committee on OPD is due for its last meeting in June. Every party involved has its own particular problem. OPs are expensive — will manufacturers "claim" the pharmacist's container allowance? The area required for a "peel off" prescription sticker (to aid computerised pricing) with a bar code company logo and batch/expiry data needs to be at least 40mm by 30mm — another problem for the industry. Pharmacists have been debating the changes OPD will bring to



professional practice.

This week Unichem's David Walker lays out the facts from the wholesaler's point of view, (p452) and it is not difficult to see why the distribution sector views OPD as a potential disaster. With an estimated capital investment of over £9m required to implement OPD and on-going costs of £11.4m a year, on margins already cut to the bone, something will have to give. What wholesalers need now is details of the DHSS policy on OPD and genuine co-operation from manufacturers to prevent a plethora of different sized packs in a vast range of multiples.

Paragraph 35 of a GP's terms of service states; "a doctor shall supply drugs and appliances needed before a supply can be obtained otherwise." At present a prescribing doctor has to bear the cost of any medicines he provides "out of hours." Dispensing doctors can issue an FP10, and levy a prescription fee. There have been suggestions in the medical Press that with the advent of OPD both dispensing and prescribing doctors should be able to write an FP10 for any therapy which constitutes a full course of treatment.

So while OPD may push extemporaneous dispensing further into the mists of time, and allow pharmacists more time to counsel and advise patients, while it will reduce wastage and hopefully cut down handling errors, it may be a double edged sword. Nothing to be frightened about, but some-

thing to be aware of.

# Discount scale up in April pay package

The Pharmaceutical Services
Negotiating Committee has
provisionally agreed with the
Department of Health a
remuneration rise for contractors to
become effective on April 1. The
discount scale will also increase.

The deal has to be approved next week at the monthly PSNC meeting. The issues of profit formula and notional salary, which have been referred to the Pharmacists Review Panel, have still to be resolved.

No decision from the Panel is expected until late Spring. Since the remuneration package will only apply until the new contract comes in, the outcome of the profit and salary issues can be incorporated at that stage.

The change in the discount scale takes into account wholesale discount and direct buying factors (eg from generic manufacturers), but not parallel imports,

said PSNC chief executive Alan Smith.

The discount inquiry which PSNC and the Department have agreed to hold will be based on April invoices, said Mr Smith. It will identify all forms of discount available in the market, including both domestic and imported drugs. He hoped that the inquiry would produce results close to the figures from the Department's discount monitoring scheme, and any further changes to the discount scale would be minimal.

Until its last meeting with the Department the PSNC had maintained that no deal could be done until the profit and salary issues were resolved. Presumably the package now proposed, using existing salary and profit figures, is adequate for the short time it should be in use.

Although there is some dispute as to whether notional salary comes within the terms of reference of the Review Panel, the PSNC is confident that the Panel will make a recommendation on it.

# More to come from the 'Eye'

The third issue of "Professional Eye" due out some time this month is being directed at independent businesses, though it will include an "update" on the new contract situation.

Mr Charles Flynn, acting chairman of the British Pharmacists Association and chairman of Professional Eye Ltd, says he will write the update. The things people objected to in the "pharmacists" issue of "Professional Eye" had been written by journalists looking in on the situation from outside, says Mr Flynn. "To stop any problems in future I think that a pharmacist should write the pharmacy section." Mr Flynn describes his role as chairman of Professional Eye as "purely financial".

The steering committee of BPA will be meeting next week, says Mr Flynn, to discuss, among other things, BPA's input to "Professional Eye," its position with regard to new contract developments, and replacements for chairman and treasurer following the resignations of Alan Nathan and Michael Hirsch.

Mr Flynn says that he feels BPA should moderate its stance. BPA has to concentrate on issues and leave the personalities out, he says. "Some of the ways we have gone about things have upse a few people, not many, but I feel one should not have a policy that is detrimental to the profession."

# Oxygen fees up in Scotland

Scottish contractors are to get increased rental, fees and delivery allowances for the provision of domiciliary oxygen from April 1.

The revised rental payments are 118p per month for each lightweight set and 30p for each stand. The price for replacement tubing goes up to 85p a metre.

The Prescription Pricing Division is reviewing oxygen payments made since last April, with a view to making adjustments to be paid in June.

Health Boards will no longer authorise the holding of stands by new oxygen contractors, or an increase in the numbers already held, following notice from the SHHD.

Because of continuing difficulties over the availability of oxazepam 30mg tablets pricing bureaux will accept endorsements to the effect that double quantities of oxazepam 15mg have been supplied.

Nordisk UK have announced grants of £15,000 to eight research projects into diabetes mellitus. Researchers in hospitals in London, Wolverhampton, Poole and Glasgow, and at the universities of Newcastle-upon-Tyne and Sussex, will benefit.



The secretary of the Pharmaceutical Society, Mr John Ferguson, visited Unichem's head office at Chessington last week to meet chairman David Mair and view the co-operative's operations. The visit was the first in a series that Mr Ferguson will be making to organisations within the industry. Mr Ferguson said he felt strongly that it was important for the Society to be aware of the role of pharmaceutical wholesalers. The visit was also an occasion for renewing acquaintances. The two were contemporaries at Strathclyde University and served on several committees together during Mr Ferguson's previous time with the Society

# Animal medicine import Order

An Order making it easier to import veterinary drugs from other European Community countries comes into effect on March 12.

The Medicines (Veterinary Drugs) (Exemption from Licences) (Importation) Order 1986 (SI 1986 No 228, HMSO £0.80) allows the import of UK licensed veterinary medicines, other than immunological products, providing they are in the licence-holder's original packaging and labelling and the person importing the drugs keeps appropriate records.

Prescription Only Medicines may be imported by a veterinary surgeon or practitioner, a pharmacist or the holder of a wholesale dealer's licence for that class of drug.

## OPD will cost wholesalers dear warns NAPP

Original pack dispensing could cost pharmaceutical wholesalers £9.1m in capital costs and £11.4m a year in running costs — a 10 per cent increase in expenditure.

The figures come from a report by Unichem's David Walker, which appears in C&D this week on p452. The report is to be used by the National Association of Pharmaceutical Distributors as the basis for its submission to the Department of Health committee on OPD.

"OPD is going to prove very costly to wholesalers," NAPD director Ossie Logan told C&D. "But the people who it will affect the most cannot work out any costs until we know what the industry is going to do.

"It is not good for each sector to be taken in isolation. You have to look at the totality of the system — that is what we are trying to get the Department of Health to do."

The NAPD is not against the concept of OPD but, says Mr Logan; "We do want people to be aware of the impact it will have on the system and the cost."

The NAPD's working party on the problem met for the second time on Tuesday and will shortly be making a submission to the DHSS

# An expert sadly ignored...

"A medical expert whose skills are sadly ignored" is how pharmacists were described in an article in the Daily Mail this week. "Tomorrow he'll be doing the tests your doctor does today," it suggests.

In an article stemming from the "Health care in the High Street" campaign, medical correspondent John Illman suggests that pharmacies could become a kind of "satellite surgery," measuring blood pressure and performing blood tests to determine cholesterol levels. Routine screening is often not possible in the busy doctors' surgery. "Britain has the world's highest rate of premature deaths from heart attacks, so we can't afford to heed the quibbles from doctors."

Putting pills in bottles is a waste of the pharmacist's talent, the article says: "For every person prone to heart disease that a chemist is able to persuade to change their lifestyle, there could be a life saved."



The water pipe has burst, the heating oil has frozen, my relief is complaining working conditions are too cold...do you want some good advice?

# No difference in NSAID's toxicity

There is no sound evidence that any one of the non-steroidal anti-inflammatory drugs currently marketed is more toxic than the others, says the Committee on Safety of Medicines.

In the latest Current Problems the CSM says it takes account all available evidence. The Committee also says that ibuprofen seems less toxic than other NSAIDs, particularly at low dosage.

However, the CSM recommends that NSAIDs should be avoided in patients with peptic ulceration and should only be given to patients with prior history of ulceration, or the elderly, after careful consideration of alternative treatments. In all patients the lowest dose should be used at the start of treatment. The CSM asks doctors to

continue to report adverse reactions to NSAIDs and says it will continue to monitor the situation.

☐ In a paper in *The Lancet* this week, doctors in Nottingham say that in a study of over 400 people admitted to hospital with bleeding peptic ulcers, non-aspirin NSAIDs were taken over twice as often as in community controls.

"The results show that the risk of admission is substantially increased in takers of non-aspirin NSAIDs, and they are unlikely to be explained by confounding with associated drug intake or smoking," say the authors. They admit their data is insufficient to single out any particular drug as being worse than any other.

In their study of over 290 elderly patients admitted with peptic or duodenal ulcer more than 60 cases of bleeding were caused by NSAID treatment. This would mean a UK figure of 2,000 cases a year with, given a death rate of 10 per cent, about 200 deaths.

# Exports up but home sales down

Britain's pharmaceutical industry has achieved "dramatic improvements" in export performance in 1985. At £1,426m sales abroad were £200m up on 1984's figures, an increase of 17 per cent, says the ABPI.

Medicine imports rose by £48m between 1984 and 1985 (from £542m to £590m) which means that the UK balance of pharmaceutical trade improved by 23 per cent. Allowing for inflation, this gives a real growth of 16 per cent.

Sales to the United States, the largest single export market, rose by 32 per cent between 1984 and 1985, to £136m. Total UK pharmaceutical exports to European Community countries were valued at

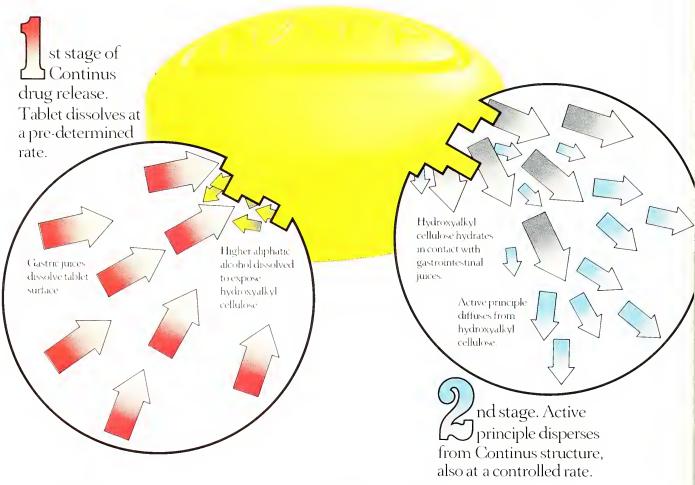
£483m in 1985, 12 per cent up on 1984.

At the same time the ABPI estimates the NHS medicines bill (manufacturers' prices) stayed constant in real (retail price index adjusted) terms during the calendar year 1985. For the next financial year NHS medicine spending is likely to be 1-2 per cent down real terms.

ABPI spokesman Peter Lumley said: "NHS pharmaceutical cost cuts have been achieved by slashing UK-based companies' domestic profits by 30 per cent in two years, by restricting promotion, and imposing the limited list. This has undermined foreign investment confidence, and could in time severely weaken the industry. It may ultimately cost more than it has saved."

The ABPI says Britain is the world's third largest pharmaceutical exporter. Spending per head on medicines in the UK is amongst the lowest in North America and Western Europe.

# Comploment Beauty More than just a tablet.



# ...it's controlled release technology.

In the early 1970s Napp Laboratories Research Pharmacists revolutionised drug delivery by taking traditional tabletting techniques apart and starting again from scratch.

Their objective was to tailor drug delivery more closely to the body's requirements, helping to reduce the need for frequent dosing and to help eliminate the side-effects common with some ordinary-release'tablet

The result of their research was a unique controlled release system, patented by Napp under the name Continus.

A major advance, the Continus tablet system enabled Napp to develop revolutionary treatments for asthma and chronic bronchitis with Phyllocontin

Continus tablets and Uniphyllin Continus tablets. Its reliability permitted the introduction of 12-hour morphine sulphate tablets for the control of severe cancer pain described by The Times Science Report as 'the most important step forward in drug control of pain since morphine itself.'

the need for frequent dosing and to help eliminate the side-effects common with some ordinary-release tablets.

The company has now relaunched Comploment<sup>®</sup> side-effects common with some ordinary-release tablets.

B<sub>6</sub> Continus<sup>®</sup> Tablets, the first ever Continus controlled release product to be made available to consumers OT

For the hard pressed woman of today the benefits of Comploment B<sub>6</sub> Continus Tablets are simple, but vital. They provide the total simplicity and convenienc of once a day dosing – precisely what she needs at time of excessive stress.

# Continus Tablets nore than slow release...

With Comploment  $B_6$  Continus Tablets gone is the need for daily dosing with two or even three conventional tablets to counteract loss through excretion of this water-soluble vitamin. Just one Comploment  $B_6$  Continus Tablet gradually releases a woman's daily needs at a rate that closely matches her body's take-up, so there is maximum utilisation of  $B_6$  and minimum wastage.

Greatly enhanced is patient compliance. Simply because there's only one Comploment B<sub>0</sub> Continus Tablet to remember each day.

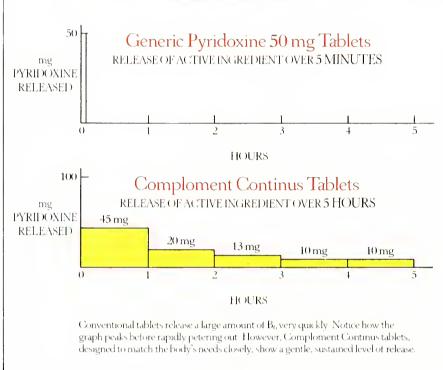
Properly followed, the self-checking calendar pack clearly indicates what the user has already taken, and Comploment B<sub>6</sub> Continus Tablets dissolve evenly, independent of pH variations. Comploment B<sub>6</sub> Continus Tablets are quite simply the modern B<sub>6</sub> for the modern woman.

\*\*Comploment Continus Tablets\*\*

\*\*Comploment Continus Tablets\*\*

\*\*Comploment Continus Tablets\*\*

Surprisingly, the price per day of all this technology is little



different to that of other leading brands. And for the modern pharmacist the level of profitability is higher.

To reinforce this message we'll soon be undertaking a major consumer and point-of sale advertising campaign. Make sure you're prepared by ordering stocks today.



Comploment B6 Continus Tablets

Controlled release technology-in a calendar pack

THESE ARE NOT CONTRACEPTIVE TABLETS

Further information is available from Napp Laboratories Limited, The Science Park, Cambridge CB+ 4GW Member of NAPP Pharmaceutical Group

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Considering the Continue that — international by the boards.

## No Smoking Day: pharmacy advice the key

On March 12, National No Smoking Day, pharmacists will again be the centre of attention as a source of health care advice.

The National Pharmaceutical Association has a new advertisement directing the public to seek help on giving up smoking from pharmacists. It will appear in Today, The Mirror, Daily Record and TV Times on and around the day itself. In conjunction, the second in the series of health care leaflets — this one entitled "Give up smoking one day at a time" — is being distributed to pharmacies. And the anti-smoking poster will, like previous "Ask your pharmacist" advertisements, be available in a perspex counter stand. Sponsored by Menley & James (Fesovit): the stand will be mailed from the middle of March.

To aid pharmacists in giving advice on the dangers of smoking, Action on Smoking and Health has provided *C&D* with a number of answers to common questions. They may be of particular help to counter assistants during the campaign, and as an *aide memoire* to pharmacists.

Are low tar cigarettes safer?

The word "safer" is hardly appropriate for any form of cigarettes — the most we can say is that low tar cigarettes are somewhat less dangerous than medium or higher tar cigarettes. The difference is in the risk of lung cancer. But in terms of the biggest smoking killer of all — coronary heart disease — or of chronic obstructive lung diseases like bronchitis and emphysema,

The Press advertisement for 'No Smoking Day'



As an expect on drugs and medicines conplarmacist fully outderstands the consess and effects of mootine addiction. Their she will be happy to talk to containout.

your plearnaces can also suggest a number oil tielphal preparations on bolder your will power if wildcased symposiums are independently of shippout our even last organization case, but our international organization are not before suiturn good intentions into suppling he igns of

Ask your pharmacist
You'll be taking good advice.

there is no evidence that low tar cigarettes significantly lower the risk.

#### What are Skoal Bandits?

Skoal Bandits are oral snuff sachets like miniature teabags, designed to be placed between the gum and lower lip. Nicotine is absorbed into the bloodstream through the mucous membrane of the mouth. The product has recently been introduced into the UK by an American firm, US Tobacco International. There has been an outcry from medical and health authorities and widespread criticism. The chief medical officer has written to all doctors warning of the dangers of "snuff dipping."

What about the risks of putting on weight when you give up smoking?

Not everybody who gives up smoking puts on weight although smokers often think they are bound to. However, smoking does seem to alter the metabolic rate and so even consuming the same diet as before, a new ex-smoker may gain weight initially. Special care should be taken about not compensating for the lack of cigarettes by eating sweets or more or larger meals. Exercise is also important. For the vast majority the weight gain is only a temporary affair and their weight should be back to normal again within a couple of months, certainly within the year.

Why do some people develop worse coughs when they give up smoking? Some of the chemicals in tobacco smoke paralyse and sometime even partially destroy the cilia in the airways and so inhibit the natural cleaning mechanisms of the lungs. On giving up smoking, the cilia can become more active and in this cleaning-out process infection may occur. The patient should consult their GP who will normally advise that a worsened cough on giving up smoking is probably good news rather than bad; and once any acute infection has been dealt with, they should be free of all coughs.

What about people who ask for a 'cure'? The hard fact is that there is no cure as such for a habit, though there are some palliatives for the symptoms that may accompany it. The idea of "will power" may frighten off some people — it may be better to talk about taking a really firm decision to give it up.

Those people genuinely addicted to nicotine, and not just psychologically hooked on the process of smoking should be referred to their doctor.

Non-prescription aids like mouthwashes, filters may be helpful, but they will not provide a cure, only a possible encouragement or relief from some of the problems encountered in giving up. Most people who give up successfully do so without any special aids but with "will power" and support from friends and family.



Mr M. C. Hamilton, managing director of Stephar BV of Holland, hands over a £5,040 cheque for the Live Aid appeal donated by the parallel import company and its employees to C&D Editor John Skelton. In an advertisement in C&D last November Stephar undertook to donate £10 for each order they received over £1,000, plus £5 for each additional £1,000 spent. The company has previously sponsored the Dutch drugs appeal for Poland. 'We are happy to give some of our profits away to such worthy causes,' says Mr Hamilton

#### Search fails

Stafford-Miller's advertisement
"Why other toothbrushes fall short
of Sensodyne Search" did not match
up to the requirements of the Code
of Advertising Practice, according
to the CAP Committee.

The advert, in the British Medical Journal, claimed dentists prefered the design of Sensodyne Search brushes to other brands. It quoted as its source the Annual Dental Survey 1984.

But Oral-B complained the survey had not shown this but had said only that 43 pecent of interviewees preferred the overall design of the Sensodyne Search 4 brush, compared to a 35 per cent preference to their similar Oral-B 35.

And the Committee felt that the advertisement — which featured the whole Search range — should have made it clearer that only the "4" brush was included and that the basis of the comparison was design, not superiority.

## Scripts at £2.15?

NHS prescription charges will rise from £2 to £2.15 per item on April 1, it is widely expected at Westminster, as the March 18 budget day approaches.

The Government is committed to raising charges annually at least in line with inflation, which would push charges up to £2.10. But in his last Autumn statement Chancellor Nigel Lawson warned that health charges were likely to rise slighly faster than inflation.

#### TOPICAL REFLECTIONS

by Xrayser

# Medicine spend stays the same

The average UK household spent £0.71 a week on medicines and surgical goods in 1984.

Although this was an increase of 3p over 1983, the percentage of total expenditure (0.5 per cent) remained the same. Spending on cosmetics and toilet requisites was £1.69, or 1.1 per cent of expenditure, the same proportion as the £1.53 spend in 1983. Some £0.68 was spent on optical and photographic goods, an increase from £0.66 but a decrease from 0.5 to 0.4 per cent of total expenditure.

The average figures break down to £0.11 on NHS prescription charges, £0.05 on spectacles and £0.56 on non-NHS medicines. Cosmetics accounted for £0.80, toilet soap £0.12, toilet paper £0.29 and other toilet requisites £0.48. Spending on spectacles (not NHS) was £0.19 and cameras and optical goods £0.50.

The average household, based on a sample of 7,081, spent £151.92 a week of which food accounted for £31.43 and housing £24.06. Households recording expenditure on medicines numbered 3,742, on toiletries/cosmetics 6,269, and on optical and photographic goods 995.

Households with the highest gross weekly income (£450 or more) spent most on both medicines and toiletries (£1.26 and £3.66 respectively) and those with the lowest incomes (under £40) spent the least (£0.27 and £0.59 respectively). The region spending most on both was Greater London (£0.88 and £1.94). The lowest spend on medicines was in the North (£0.52) and on cosmetics/toiletries was in Northern Ireland (£1.38). Spending on medicines ranged from £0.28 per week for one adult households to £0.97 for households with children. Corresponding figures for toiletries were £1.38 and £2.19. Family Expenditure Survey 1984 (HMSO £14.95).

#### Price Service

In the Generics List cumulative additions for February 22 hydralazine tablets should read 50mg × 500 PIP code 902-429

#### PL(PI) correction

PL/4259/0166, held by Aeropax (International) Ltd, is for Dicynone tablets, not Dicynene. Manufacturers Delandale say the two products have different shapes and formulations and are manufactured by different processes.

# Virile Vikings and Mr Flynn

Fall about, one and all! Charles Flynn, honorary acting general secretary British Pharmaceutical Association, is now defending the Vikings, as a splendid virile people who believed in freedom (*Letters* last week)! Honourable men. Honourable, because they made no secret that they wanted what you had, and took it by killing you, burning your house, enslaving or killing your children and raping your wife. We are invited to admire them for their freedom. A freedom which boils down to a freedom from any constraint — like respect for human life, or the rights of any others who were not as strong as they.

In Mr Flynn I am reminded of the conman who, when caught, talked of other things, thinking by such ingenuous duplicity to avert the consequences of his past actions. I think he would be wise to retire from his limelit position and, in the sure and certain hope of life hereafter, trust that in a few years his too frequent public foolishnesses will be forgotten.

### Elephant pills

Every time I take on a new member of staff (not a girl, you understand) we come to the moment when she comes to me, puzzled, asking for help with someone who wants "elephant pills". Being old hands, of course, we never, ever, prepare the poor young thing for this, since it remains one of the last simple joys of initiation left to us. But I have to acknowledge another has joined the ranks, and fairly recently at that. "Old bus oil". My pleasure is quite beyond reason. What I'd like to see now is a new skin absorbed treatment for heart stress pains — to be known, of course, as "Angine Oil"?

# Whistling in the wind/dark

I read the letter from Martin Sinclair in last week's C&D, and was flattered to see he felt I came very near to reflecting the views of the smaller contractor chemists, like him. Hardly surprising since that is just what I am. But I have to admit I am puzzled at his last paragraph where he asks for an independent publication like C&D (and not like Professional Eye!) to take up the cudgels on behalf of contractors who feel impotent in determining their futures.

I don't want to be thought unkind — to bite the man who praises — but what does

he think we've been doing for the last umpteen years! If you feel like that, Mr Sinclair, I'll tell you what to do. Go out of your way, out of your pharmacies, out of your homes and make it your business to meet and talk to the people you have voted for, or let into power by not voting. Sound out their opinions. Argue the toss with them until you either get a better understanding of the realities of our political capacity to get change, or show them a better way of doing it. I wouldn't want to publicise any feeling of impotence, which in my opinion is but a measure of inertia. If you want something done, don't stand there bleating. Do it!

#### Representing . . .

I've never seen so many reps for some time. Five today, four yesterday — all very civil and scratching for orders. With some it is easy, the product ranges being routine movers. But some you look at and wonder how on earth their firms manage to pay their salaries.

One or two act as thought they haven't a care in the world, but most try hard to make a sale. I have to admit I was wrong last year when I criticised Yardley for splitting their sales force in two. Analysis of my figures has shown growth which pleases me, and must prove something. Probably that they have better advertising, and maybe better packaging and products. The funny thing is the almost parallel decline in my Lentheric sales. Same firm — but different policies.

## Rusky business

I think every one of us felt truly sorry for the inexplicable contamination of the Farleys food products which virtually wiped out that honourable and famous brand name overnight. Complan gone, the various Osterfeeds, and the rusks tainted by association, despite our assurances to the contrary. I hope they can re-establish themselves again, now the plant has been cleared. I almost hope they will not attempt to relaunch under the old names but come forward with a decent promotional introduction of a revamped range.

I offer them the name "Totalfood Plan" for the old Complan formula. It would give them a wider-based range of applications than the older product which had strong overtones of convalescence and old age which must have inhibited its true potential. If Boots were to buy I wouldn't mind trading them under their title. Why don't we buy it, under the NPA aegis as a natural acquisition for pharmacy? . . . Couldn't go wrong. I'll put up a thousand. Come along Mr Astill, let's get cracking.

# IF YOU'RE IMP WAY OUR D&P S YOU'LL HAVE AI REGARD FOR OUI SEI

onolacton

Wigin

S.A. SQUIR

# Tuesday 11 March marks the launch of Colorama Pharmaceuticals Limited.

Its objectives are simple – we aim to provide chemists with an efficient daily service on a wide range of generic and PI medicines, (DHSS Approved). The advantages of such a service are numerous.

Our pricing structure for instance will make doing business with Colorama Pharmaceuticals very worthwhile and imagine the storage space that could be released by not carrying heavy stocks and the subsequent benefits to cash flow.

Now you can order small amounts on a daily basis – that avoids tying up *your* valuable capital.

Our reputation and high standing with the pharmaceutical trade has been hard won, so we are going to ensure it stays that way with

# SSED WITH THE VICE DEVELOPED-VEN HEALTHIER HARMACEUTICAL CE!

Colorama Pharmaceuticals — all our generics are produced by reputed generic manufacturers to the standards of the DHSS. Our range of Parallel Imports will carry Colorama Pharmaceuticals own labels, clearly identifying batch numbers and expiry dates to enable the pharmacist to dispense within the parameters of The Pharmaceutical Society. And to keep life simple, we will send you just *one* account for your pharmaceuticals and processing. All on one invoice/statement from Colorama.

The new service is flexible, convenient, economical and we are confident that Colorama Pharmaceuticals will enjoy the same success that our 'D&P' service has – thanks to you our "Partners in Processing – and Pharmaceuticals"!

# COLORAMA Pharmaceuticals

COLORAMA PHARMACEUTICALS LIMITED 44-58 LANCASTER STREET, LONDON SE1 0RP TELEPHONE: 01-801 3933

#### COUNTERPOINTS

# Pharmaton tonic for Unichem

Unichem will distribute and market Pharmaton capsules and a five-product Pharmaton skincare range in the UK from the beginning of April. The Swiss company's pharmacy only products had been distributed until recently by Pharmagen.

Unichem managing director, Mr Peter Dodd, cited the contract with Pharmaton as a further development in the cooperative's planned growth which would be of long term benefit to members. "We have been considering a move of this kind for some time, but were waiting for the right company and the right product," he said, "and we were very impressed with Pharmaton's philosophy and its carefully researched range of products..."

Pharmaton is holding a major European symposium in 1986, to mark 25 years' world-wide research into health and the ageing process. During the year, it will be announcing the start of a major clinical trial with leading researchers in the UK, as well as continuing its extensive research programme into the effects of vitamins and herbal medicine. Commenting on the agreement Mr Guido Willi, Pharmaton's international vice-president, said: "Pharmaton now exports to over 90 countries world-wide, and in several of them we are the brand leader. Over the next five years, we believe Unichem can help us make it to the number one spot in the UK."

The range comprises: Pharmaton capsules (30s, £4.99; 100, £12.85); skin activator (100ml, £5.25); face clean (200ml, £4.55); royal bath (200ml, £4.50); hair tonic (200ml, £5.25) and nail-fit (10ml, £3).

Sales and marketing plans for Pharmaton are already under discussion at Unichem, and further announcements are due to be made towards the end of next month. It is expected that a national Press campaign will commence in April coupled with incentives to stock. Unichem Ltd, Unichem House, Cox Lane, Chessington, Surrey.

#### Fuller Basket

The G.F. Dietary Group are launching three new product groups under their Country Basket brand name — a range of wholewheat biabetic biscuits; six varieties of jams which have no added sugar and a range of three Carobar snack bars.

The five varieties of wholewheat

diabetic biscuits — hazelnut, bran, muesli, tea and apple (all 150g, prices range from around £0.55 to £0.84) use natural ingredients and contain only fructose — the natural fruit sugar. The company also claims that their range is the first to comply with new legislation' requiring a 50 per cent reduction in carbohydrate content with no increase in fat levels for diabetic biscuits.

The jams' extremely low fruit sugar content makes them ideal for diabetics and those wishing to reduce sugar intake, say G.F. Dieatry (284g, prices from around £0.82 to £0.89).

The Carobar hazelnut, and peanut bars (25g, around £0.20) are sweetened with raw sugar and covered with sugar-free carob. In the third variety, apricot and date (35g, around £0.30), both the inner bar and carob coating are free from added sugar. The snack bars are free from artificial colouring, flavouring and sweeteners, and each has full nutritional information on the individually wrapped



Hull pharmacist Ray Hall has won £1,000 in Unichem's "passport to riches" monthly draw. Sterling Health representative Mrs Pauline Rowland and Unichem's Leeds general manager Bill Jack (left) presented the prize

stick pack. G.F. Dietary Supplies, 494 Honeypot Lane, Stanmore, Middx.

#### SCRIPT SPECIALITIES

# Humulin Ml and M2

Eli Lilly have added two insulin mixtures to their Humulin range.

Humulin M1 and Humlin M2 (both 10ml, £6.68) are pre-determined U100 mixtures of human insulin (crb) containing respectively 10/90 and 20/80 per cent of Humulin S (soluble) and Humulin 1 (isophane). These mixtures are formulated for the patient who requires both soluble and isophane insulin but for whom free mixing is impractical. Humulin M1 will meet the needs of the diabetic requiring a small amount of soluble insulin, and M2 is ideal for the patient needing a higher proportion of their total dose as soluble insulin. Eli Lilly & Co Ltd, Kingsclere Road, Basingstoke, Hants RG21 2XA.

# Disprol paed suspension

Reckitt & Colman are introducing Disprol paediatric, a banana-flavoured sugar-free paracetamol suspension. Each 5ml contains 120mg paracetamol. The formulation is the same as for Junior Disprol, the company's OTC paracetamol product.

The price for Disprol paediatric is £2.16 for 500ml, which is the same as the Drug Tariff price for paediatric

paracetamol 120mg in 5ml. Reckitt & Colman Pharmaceutical Division, Damsor. Lane, Hull HU8 7DS.

**Evans Medical** are introducing the first generic timolol maleate tablets.

Evans timolol maleate BP 10mg tablets are white, round, scored on one side and flat (100′ £8.33). They are engraved "Evans" on one side with the product strength "10" and code "328" on the reverse. A promotional price of £7.33 supports the launch. Evans Medical Ltd, 318 High Street North, Dunstable.

Lederfen 450mg tablets are presented in bottles of 56 tablets, not blister packs as stated last week. Lederle Laboratories, Division of Cyanamid of Great Britain, Fareham Road, Gosport, Hants.

W.B. Pharmaecuticals: The packaging of their products will be gradually changed over the coming months to the Boehringer Ingelheim livery. This follows the move by the group to market the WB range through Boehringer as from January 1. Boehringer Ingelheim Ltd, Ellesfield Avenue, Bracknell, Berks.

Gammabulin (normal immunoglobul injection) 2ml and 5ml are available again from Immuno following recent stock shortages. These new batches have been individually tested and found non-reactive for antibody to HTLV/III. Outstanding orders are currently being processed and stock should be available through normal wholesale channels. In the event of any difficulty, pharmacists should contact Immuno Ltd, Arctic House, Rye Lane, Dunton Green, Nr Sevenoaks, Kent.

Chemist & Druggist 8 March 1986

For the very best in Haircare Accessories... "Picka card! Rady Jayre Lady Jayre Laughton & Sons Ltd., Warstock Road,



Soy formula sales are expected to grow to £5 million in 1986.

Leading this growth market is Wysoy\* supported throughout the year by extensive activity targetted at all sectors of infant-health care.

All this and more from the market leader:

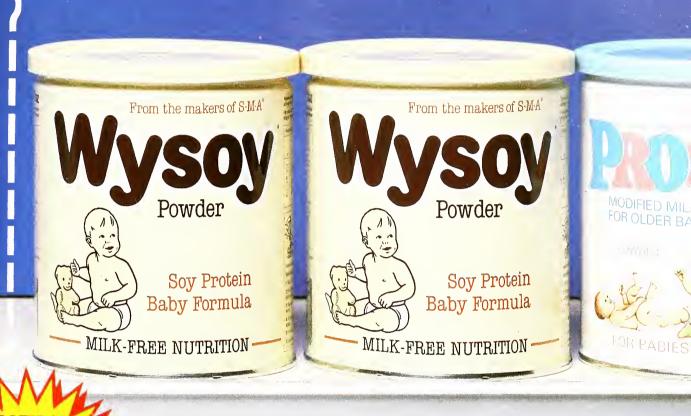
Now available in 860g size – Wysoy\* offers a higher return for you plus added saving and convenience for mothers.

Shelve Wysoy 860g alongside Wysoy 430g and meet the growing demand for the leading soy based infant formula.

Grow ahead in '86 – make way for the 860g size.



# FTHE WYSOY MARKET AND THERE'S MORE...



NEW 860g SIZE

860g Wysoy is approved by ACBS for the treatment of milk or lactose intolerance, galactosaemia and galactokinase deficiency.

# Wyeth Nutrition Leading the way

\*trade marks

Breast milk is best for babies. Wysoy milk-free formula is intended to meet the nutritional needs of infants and children who are allergic to cow's milk protein or intolerant to lactose. Professional advice should be followed.

Wyeth Laboratories, Huntercombe Lane South, Taplow, Maidenhead, Berks. SL6 0PH.

\*Trademarks

nula is intended to meet the lergic to cow's milk protein or followed.

plow,

# Kwells. If lifeboatmen trust them, so can you.



#### \* Kwells: trusted by lifeboatmen

The RNLI prefer Kwells as the most effective tablets to relieve motion sickness, in the roughest of rides. So you can confidently recommend Kwells even for the worst journeys by land, sea or air.

#### \* Fast-acting

Kwells melt in the mouth for fast effect. Because hyoscine is absorbed through the buccal mucosa, (2) it is taken directly into the bloodstream, avoiding the gastro-intestinal tract and first pass metabolism in the liver. Buccal absorption helps those people taking Kwells as a treatment, since a swallowed tablet may be lost if vomiting occurs. This means Kwells take effect within 20-30 minutes – making them ideal to be given to children just before travelling or when the first symptoms of travel sickness strike.

#### \*Long-lasting

A single dose of Kwells lasts for up to 6 hours. Covering the timespan for any normal journey. Of course for very long journeys, repeat-dosing provides the extra cover needed.

#### \* Clinically proven

Hyoscine is the most effective prophylactic agent for short (4-6 hours) exposure to severe motion, and probably for periods of up to several days. (3) When Kwells are taken at the recommended dose frequency the level of side-effects is negligible. A clinical trial run over 24 hours at sea has shown that the level of side effects of 0.3mg hyoscine was slight and did not disturb the operating ability of the volunteers. (4)

#### \* References

- 1. RNLI, First Aid for Lifeboat Crews, Fourth Edition. Compiled by the RNLI Medical and Survival Committee 1982 (current edition).
- Prof. N. Weiner P.137 Goodman & Gilmans The Pharmacological Basis of Therapeutics. Seventh Edition, 1985.
- 3. Prof. N. Weiner P.143 Goodman & Gilmans The Pharmacological Basis of Therapeutics. Seventh Edition, 1985.
- 4. Tokola, O et al Drug Treatment of Motion Sickness. Aviat Space Environ Med 55(7):636-41 1984.



Nicholas

For holiday travel, the best choice going.

## Panadol Jr. from Winpharm

Winpharm are introducing Panadol junior for three to 12-year-olds — single dose sachets containing 240mg paracetamol in an orange flavoured soluble powder (10, £0.65).

For children aged three to six years the recommended dose is one sachet per dose, maximum four sachets in 24 hours; for six to 12 years the dose is one to two sachets, up to a maximum of eight in 24

Winpharm say Panadol junior is the first paracetamol product to be developed for this particular age group. Other junior paracetamol tablets are formulated so they can be given to children as young as three months, and this has meant taking many tablets or resorting to half adult tablets at



the top end of the age range. A GSL product, Panadol junior will be available through pharmacies only, and, Winpharm say, offers a 28 per cent margin consistent with the rest of the range. Winpharm, 1 Onslow Street, Guildford, Surrey

confusing, easier to remember and more contemporary name," said managing director G.K. Bell. Whitehall Laboratories Ltd, 11 Chenies Street, London WC1E 7ET.



# In perspective...

Chemist Brokers have produced a Perspex unit for the coming hayfever season. Featuring the Haymine logo and sunshine visual, the unit holds both economy 30s packs and standard 10s. A header slot contsains free advice leaflets — "learning o live with hayfever." The unit is now available together with pre-season onuses from Chemist Brokers Ltd, 3 Copsem Lane, Esher, Surrey KT10 9EP.

#### Whitehall news

The International Chemical Company Ltd nas changed its trading name to Whitehall aboratories.

The Whitehall Laboratories trading itle is already used by the American parent company and overseas affiliates. We consider we now have a less

## Matchabelli's big back-up

The House of Matchabelli will be supporting Cachet, Aviance and Aviance night musk with a promotion on hand and body lotion running throughout March

Consumers will be offered 300ml pump packs of the lotion for £2.99 in the three

Matchabelli will also be running a promotion designed to capitalise on Mother's Day and Easter. Throughout March and April, the Aviance and Aviance night musk fragrances will come in 13ml sprays with pochettes, for £2.75. Prince Matchabelli, PO Box 242, Consort House, Victoria Street, Windsor, Berks.

#### Repellent ads from Bayer

Bayer are planning a £½m television advertising campaign for Autan insect repellents.

Commercials will be shown on Thames, TVS, Anglia, Yorkshire, Border and Grampian for seven weeks during June, July and August, the company says. A major consumer competition is also planned.

Bonus offers on all Autan products will be available to chemists. Free consumer merchandiser units are available for POS from Bayer UK Ltd, Consumer Products Division, Bayer House, Newbury, Berks.

### Vitalis gets new vitality

Bristol Myers are updating the packaging of their men's haircare and shaving products.

From April, Vitalis hair lotion and Score hair gel will have new maroon and gold labels. The new-look Ingram brushless and lather shaving creams — in white cartons with blue and silver livery. available in display shippers of 12 — will be supported until December with a reduced price offer of a Kent shaving brush (£3.75 offered at £2.50) with two proofs of purchase. POS leaflets and a display dispenser for the offer are available from Bristol Myers Co Ltd, Swakeleys House, Milton Road, Ickenham, Uxbridge UB10 8NS.

#### Clarins tan

Clarins are introducing for the Summer sun preparation season, deep tanning sun gel SPF 2 (£6.75) with plant extracts and revitalising aftersun moisturiser (£7.95). Clarins (UK) Ltd, Metro House, 58 St James's Street, London SW1A 1LD.

GTV Grampian B Border Border G Granada
CCentral Angla
CTV Channel Islands
LWT London Weekend
C4 Channel 4

U Ulster
G Granada
A Angla
TSW South West
TTV Thames Television
Bt TV-am

Askit powders: Aspro Clear: Baby Wet Ones: Benylin Paediatric:

STV, GTV STV All areas except C4,Bt

C4,(TTV,C,G) Cow & Gate's babymeals in jars:TTV,C4(TTV) Cymalon: Duracell: All areas Hedex: TSW, TVS, Bt Listerene: All areas Loasid: Marigold housegloves: STV,G,Y,HTV,TSW,TVS,TTV Propain: TTV All areas Recital Performance: Bt

Sanatogen vitamins: Sapur carpet cleaner: All areas Seven Seas: C4 Sinutab: All areas

# Lady Jayne shape up

New shapes and colours including animal characters and flowers have been introduced to the Lady Jayne haircare brand.



New ponytail decorations feature bright colours with beads and bows. A silk red rose decoration and heart-shaped ponytailer are included in the launch. Other additions include a new range of sleeping clips, micro wave clips in bow effect and shell. The new shapes and styles include a new finish called the "neon" effect. Laughton and Sons Ltd, Warstock Road, Birmingham B14 4RT.

# Bronnley offers for Summer

Bronnley are introducing a number of promotions and offers to capitalise on the Summer call for soaps and toiletries.

The waterlily moisturising body creme will be in 30ml trial-sized jars at £0.99 while stocks last. Bronnley's boxes of three natural soaps will, during the Summer months, offer consumers the opportunity to purchase single soaps at the discount price of 95p per 100g tablet. The soaps come in wicker baskets with backing board for counter display.

Special Summer offers on almond oil toiletries comprise: 250ml after bath cologne offered at £2.25, plastic display units with backing board contain eight glass bottles and a 50ml tester spray,

available in English fern or white iris fragrances and supplied with 18 or six back-up bottles respectively. The sponge soap is offered at £2.25 — soaps supplied in display units of nine together with back up pack of 18 soaps. 150ml tubes of shower gel are offered at £1.55 per tube. Display units contain 12 tubes (3 of each of white iris, rose geranium, English fern, and lavender fragrances) and back up pack contains 12 tubes. And a 150g white iris bath soap is free with the purchase of any two bottles from a stand containing four each of white iris bubble bath, talcum powder and hand and body lotion.

Last orders for natural soaps and almond oil promotions are on May 30, say H. Bronnley & Co Ltd, 10 Conduit Street, London W1R 0BR.

# Sergio comes to town

Sergio Soldano is a fragrance for men and women, to be launched nationally to the UK from April, having been stocked by Selfridges since before Christmas.

The women's fragrance is described as "sophisticated floral", and comes in an oval bottle with gold-metal oval ring top. Cartons are deep cobalt blue with navy blue, and gold stamped with a double "S" logo. The parfum extrait ranges from £18.50 for 7ml to £49 for 30ml; while eau de parfum comes in 50ml (£19) and 100ml (£27) sizes.

Sergio Soldano for men blends geranium with basil and coriander, and is packaged in a rounded-off rectangle of matte black plastic enclosing a glass bottle and highlighted with gold stamping. The range includes eau de toilette (50ml, £14.95 and 100ml, £19.95); after shave spray (£9.95 to £11.50) and, deodorant (£7.95).

There will be a £400,000 advertising spend with advertising in *In Flight*, the *Sunday Times* colour supplement, the *Mail on Sunday* and *You, Vogue* and *Harpers and Queen. Cosmetic Concessions Ltd, 197 Edgware Road, London W2 1EZ.* 

# Moisturiser for Guys

Parfums Guy Laroche are introducing Drakkar Noir facial moisturising cream for men (50ml, £13.25). Available in the familiar black, red and silvery livery, it has a non-greasy formula and is designed for use between shaves. Parim Ltd, 14 Grosvenor Street, London W1X 9FB.

#### Buf Puf in the Press

A major advertising campaign for Buf Puf facial sponges gets under way in the women's Press in April and runs until November. Advertisements will appear in Company, Cosmopolitan, Living, Options, Over 21, Vogue and eight other magazines in the sector.

The original sponge is due to be repackaged shortly and phased in during the Spring. A display competition offering prizes of £25 wine vouchers is being run through distributors, Richards & Appleby Gerrard Place, Skelmersdale, Lancs WN 9SF.

#### Rentokil repack

Rentokil are repackaging their flypapers in blister packs of four (£0.75). The company is also promoting its household insecticides with a national Press campaign breaking in April and repeated in September. Rentokil Ltd, Products Division, Felcourt, East Grinstead, West Sussex RH19 2IY.

#### Two new looks

Daniel Galvin's hair preparation range ha been given a new look to co-ordinate with his new salon, opening in March.

Predominantly white, with charcoal lettering underlined in soft peach, the packaging is presented in aerosols, plastic bottles or tubes. Daniel Galvin Salon, 42 George Street, London W1.

# Blisteze give a lot of lip

A £1/4 m national advertising campaign is planned for Blisteze and Blistik, consisting of colour advertisements in women's and teenage magazines, as well as over 200 spots on regional radio.

The campaign will reach over five million women say Dendron. Dendron Ltd, 94 Rickmansworth Road, Watford, Herts WD1 7JJ.

#### New mud pack

Christy's Mudpack formulated with Fuller's earth has been repackaged and is now available in a cartoned multiapplication tube. Thomas Christy Ltd, North Lane, Aldershot, Hants.



# —It might even be bigger than our 200 ml. bottle.

Now Britain's biggest selling single variant shampoo comes in two sizes: the original 200ml size and the new 400ml size for families and heavy users.

Timotei's mildness has insured that millions of consumers all over Britain are shampooing their hair as often as they like.

That means that you are ringing the till as often as you like too.

In fact, within a year of its launch, Timotei became \*Brand Leader in the cosmetic shampoo sector and is still growing.

And with our new bigger size it might even be bigger.

We're spending a massive \$2.8m in TV and press support for the brand in 1986.

So make sure you stock plenty of both for double bubble.

Timotei shampoo

with natural herb extracts

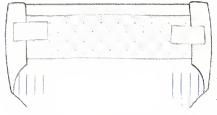


So mild you can wash your hair as often as you like

\*Source AGB

# Nappiness is a

Mums know that Peaudouce BabySlips keep a baby drier, longer. They like the specially shaped, extra thick padding and the four gentle strands of elastic around the legs. Mums have made BabySlips the No. 1 nappy brand.



Now we've introduced the new Superfit Band. This unique feature means Mums can adjust the tapes around the waist time

after time until the fit is perfect. And as every Mum knows the better the nappy fits, the less it leaks.

This simple truth will be told with charm and clarity in a major national campaign lasting throughout the year. The main emphasis will be on TV, with a great new commercial on air from March. We're backing this up with Posters, Consumer Press, special promotions and heavy sampling. There won't be a mum in the country who won't know that BabySlips with the new Superfit Band are the most advanced, best-fitting nappy in the world.

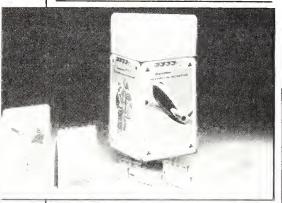
Deliveries of BabySlips with the Superfit Band in Super, Maxi and Extra sizes are commencing now.

See that your Mums get their share of Nappiness.





#### COUNTERPOINTS



#### Dramamine's seasonal touch

Dramamine will be supported this year by a new range of POS material.

The theme is holiday travel in the four seasons and the slogan is "Don't gamble Dramamine — however you travel, whenever you go." The material includes a window display unit, designed as an elongated cube with each face showing a playing card with a different holiday scene. The slogan is featured on an

packs, show the four playing cards and the slogan. POS leaflets giving tips on how to prevent travel sickness, and incorporating a holíday checklist, are available from Searle representatives or from Searle Consumer Products Ltd, PO Box 53, Lane End Road, High Wycombe, Bucks HP12.

#### Bear Brand's Spring offer

A special offer pack of Norman Hartnell tights has been launched as a one-off Spring promotion by Bear Brand.

Three pairs of plain knit one-size tights with a tailored toe are offered in a pack retailing at £0.99.

Available in four different shades melodie, American tan, dove and chiffon – the tights would normally retail at about £0.39 a pair.

The promotion runs through March and April. Full information is available from Bear Brand Hosiery Ltd, 93 High

# Neutrogena give more support

Neutrogena are extending their Norwegian Formula handcream £200,00 Winter advertising campaign with anoth £100,000 of promotions. Advertisements national dailies, general and women's Press and some specialist newspapers during March and April will emphasise the need for extra protection for hands is freezing weather. Neutrogena (UK) Ltd. Buckingham Palace Road, London SW1W OPP.

## Bigger Quosh

A one-litre bottle of all flavours of Quost (£0.76) is replacing the 887ml size. Beecham Foods are also introducing a re fruit variant in a 739ml size (£0.79). Beecham Foods, Beecham House,



## COUNTERPOINTS

# Sterling screen heir Wet Ones

terling Health are investing almost £1m a burst of national television advertising or Baby Wet Ones.

Starting March 5, the burst will run for 6 weeks, with a mixture of 30 second and 0 second commercials on day time elevision reaching, says the company, 80 er cent of the consumer target group.

The theme is that the product leaves a aby "not just clean, but hygienically ean."

Phil Barnard, product group manager, omments, "This is the most we have ever pent in a single burst and is only one ement of a full and aggressive exestment programme behind the rand." Baby Wet Ones hold a 41 per cent hare of the £15m baby wipes market hich is the fastest growing of all baby arkets, say Sterling Health, Onslow treet, Guildford, Surrey GU1 4YS.



#### Milky drink

Fit'n'lite is a "full bodied" tasting skimmed milk with sunflower oil from Pritchitt Foods. The company says it can be drunk on its own, used in tea and coffee, on cereals, and in most, if not all, recipes requiring milk. It is packed in litre Tetrapacks (£0.53). Fit'n'lite is being advertised on television with an initial campaign in the TVS area and in national newspapers and women's Press. Pritchitt Foods, Comelle House, Elmfield Road, Bromley, Kent BR1 1LT.

## Commercial Care

Numark are running a series of advertisements for their Family Care range in *Woman's Own*.

The advertisements are appearing every other month through the year and Numark members will be receiving colour posters and shelf cards every month. Independent Chemists Marketing Ltd, 51 Boreham Road, Warminster, Wilts BA12 9JU.

## Female's foam

Jerome Russell Cosmetics have launched ladies shaving foam for legs, underarms and bikini lines. The foam (£1.49) moisturises the skin and makes wet shaving easier, say makers Jerome Russell Cosmetics Ltd, 101 Sunnyside Road, Ilford, Essex 1G11HY.

# NOW WITH INIOR DISPROL YOU CAN

#### Junior Disprol Soluble Tablets

<mark>e only</mark> soluble paracetamol tablet for <sub>e</sub>ildren.

ssolves completely in water or a ourite drink, with no bitter after-taste.

nvenient, for the older child, but can used for children over three months.



#### Junior Disprol Sugar-free Suspension

- the first sugar-free, non-cariogenic paracetamol suspension.
- pleasant-tasting, banana-flavoured.
- easy to pour; less viscous than traditional suspension.

Remember: when aspirin is considered to be a more appropriate treatment, recommend Junior Disprin tablets.

Junior Disprol Suspension and Tablets are recommended for children from 3 months to 12 years.

Each 5ml dose of suspension contains 120mg of paracetamol and is available in a 100ml bottle with child-resistant cap. Each tablet contains 120mg of paracetamol safety-wrapped in foil in cartons of 24 tablets.



AN EXTENSIVE PROGRAMME OF PROMOTIONAL SUPPORT IS PLANNED IN 1986, INCLUDING SAMPLING VIA HEALTH VISITORS, AND A MAJOR CONSUMER ADVERTISING CAMPAIGN IN WOMEN'S MAGAZINES.



— A FIRST STEP TOWARDS SUGAR-FREE MEDICINES.



# 4,850,000 WOMENT WILL SHOW YOUS



# WILL SEE THIS AD. E HEALTHY PROFITS.

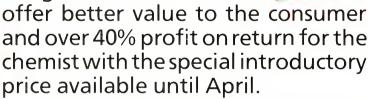
This is the first in a series of advertisements for Numark Family Care Medicines which is running in Woman's Own, the nation's number one women's magazine.

These advertisements will be appearing every other month

throughout the year to remind consumers of the wide range of branded OTC medicines stocked by their local Numark Chemist, and to promote the ever growing family of Numark own brand medicines.

On top of this national advertising Numark members will receive every month a full colour poster plus shelf cards to help them make the most of the buoyant OTC medicines market.

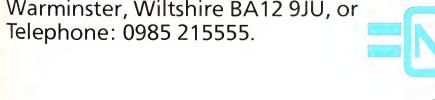
The latest additions to the Numark range are Numark Day and Night Cold Relief which



With more Numark medicines on the way members can be sure that they will receive all the support they need to profit from this vital part of their business.

For further information contact your local Numark Wholesaler or Numark Central Office, 51 Boreham Road,

Warminster, Wiltshire BA12 9JU, or







#### COUNTERPOINTS

#### Revlon make it Clean and Clear

Clean and Clear is a new skincare system from Revlon offering cleanser, toner and moisturiser.

The fragrance-free facial cleansing gel (£2.15) is designed to remove makeup and excess oils, and a skin cleansing lotion (£2.15) is for normal and normal/oily skins. The fragrance-free facial moisture lotion (£1.79) can be worn alone or under makeup, say Revlon, and is suitable for normal and normal/oily skins. It can also be used as a night-time moisturiser.

And Revlon have introduced Flex body building styling mousse for permed hair (£1.99) — a new formula which, the company claims, extends the life of perms. The Flex range of hair products, including the new mousse, will be advertised on ITV and Channel 4 from April 21 for five weeks. Revlon International Corporation, 86 Brook Street, London W1.

# What Spring has to offer...

Revlon's March promotions offer a free lipstick gift with every nail enamel and a "buy one, try one" promotion on either size of any of the Fleurs de Jontue fragrances. Customers receive one of the other fragrances in a 9ml spray.

For April, every customer purchasing a 30g or 50g Charlie fragrance will then be entitled to write in and receive a free Charlie watch in the new colours. And for Custom Eyes eyeshadows customers will receive a free duo or trio mirrored compact after purchasing two or three eyeshadow refills.

In May, a large size Touch & Glow liquid makeup will be available at £3.50 for 60ml — the 30ml price. Revlon International Corporation, 86 Brook Street, London W1.

# Deep Down at the pictures

Deep Down cleansing lotion and face masks — which features new red/yellow and blue/yellow packaging — will be advertised in over 500 cinemas from April through to August. Its manufacturers, DDD estimate that the campaign, aimed at 13-20 year olds, will be seen by over seven million people. Dendron Ltd, 94 Rickmansworth Road, Watford, Herts



#### Stuart Edgar — Pampered again

Stuart Edgar have relaunched the Pampered suntan preparation range.

Riviera suntan lotion factors 4 and 6—for sensitive skins — and the after sun soother retail at £0.99 (175g). Suntan oil factor 2 (200g, £1.25) — for minimum protection — completes the range. Stuart Edgar Ltd, South Lancashire Industrial Estate, Bryn, Nr Wigan, Lancs WN4 8DE.

# Retailer's BWC hotline

Beauty Without Cruelty are introducing a beauty 'hotline' number to their retailer services programme, designed to help the public find their nearest BWC stockist.

Retailers should dial Tonbridge 365291 and state their county and nearest town. Also available is a brochure request service with a skin care chart. Beauty Without Cruelty Ltd, 37 Avebury Avenue, Tonbridge, Kent TN9 1TL.

# Jet set to show again

From March 17, the Harpic Jet Power commercial shown last year will be repeated over a five week period, giving 82 per cent of housewives more than six opportunities to see it, say Reckitt Products.

As before, the television coverage will include London, Southern, Anglia and Yorkshire, but the current campaign will extend its coverage to Central, HTV and TSW. Reckitt Products, Reckitt House, Stoneferry Road, Hull HU8 8DD.

From March 2 Appleford Ltd will trade as Dietade Foods Ltd. Dietade Foods Ltd, 325 Oldfield Lane North, Greenford, Middlesex UB6 0AZ.

# Farleys show their muscle

Farleys are joining forces with sport and bodybuilding magazine *Bodypower* to promote Casilan.

A double page spread in the March issue offers readers the chance to win a four-day trip to Hamburg to see the European bodybuilding championship and includes a £0.50 off Casilan voucher. A competition reminder will appear in April with the closing date in May.

The promotion is supported by an onpack offer of a free copy of the magazine in return for proof of purchase until June 1. Farley Health Products Ltd, Torr Lane, Plymouth PL3 5UA.

#### R&A on display

Richards & Appleby have introduced four new display units for the Nailoid range.

Two new counter merchandisers take the full ranges of "cool and colourful" nail polishes and nail treatment products. A mini-tray displays Summer nail colours at special prices — £0.55 each or £1 for two. And a counter display holds six units each of the manicure cream, nail hardener, let 'm grow and cuticle remover at a reduced £1.09. Richards & Appleby Ltd, Gerrard Place, East Gillibrands, Skelmersdale, Lancs WN8 9SU.

# New facial-lift for Pifco



Pifco have redesigned their facial sauna (£12.95). The updated model — now in pink and white — offers users the choice of a mist or steam setting. The new mist setting will suit more sensitive skin or can be used for nasal inhalation treatment, say makers Pifco Ltd, Princess Street, Failsworth, Manchester M35 0HS

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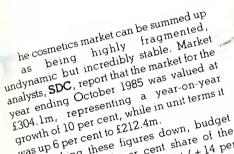
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Breaking these figures down, budget was up 6 per cent to f212.4m. brands, with a 23 per cent share of the

market, are growing the fastest (+14 per



C&D TAKES A LOOK AT THE COSMETICS MARKET The cosmetics industry is a business which in the past has brought colour to the cheeks of many past nas prougnt colour to the cheeks of many independent chemists and spared the blushes of only a independent chemists and spared the colour to the colour independent chemists and spared the blushes of only defew. A bullish industry which has attempted to overload the chemist with product promotions and new har led many retailers to believe that it is too richy that led many retailers to believe that the chemps with product promotions and new mes has led many retailers to believe that it is too risky a nas iea many retailers to pelieve that it is too risky a business to dabble in. Market figures show, however, that the cosmetic business can be a very lucrative one and one from which a retailer, if aware of the pitfalls, can profit. High unit value cosmetics usually have high profit on return although to realise the opportunity the stock must be turned over.



cent), followed by middle market (40 per cent) with 8 per cent growth and premium brands (16 per cent) up 5 per cent. Direct distribution accounts for 21 per cent of the distribution accounts for 21 per cent of the market and, say SDC, is showing the greatest growth at 16 per cent.

In the different market sectors eye makeup has the largest share (32 per cent), and is up nas me largest share (32 per cent, Face make growing at the rate of 9 per cent, Face make up is also up at 9 per cent and is the second largest sector. Lip make-up, however, is the largest sector. The make-up, however, is the fastest growing (+16 per cent) and





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#### COSMETICS

represents 24 per cent of the market. Nail cosmetics are the smallest and slowest growing sector showing just 6 per cent growth.

SDC report that the top best-selling companies in unit terms are Avon (18 per cent), Boots own brands (16 per cent), Max Factor (14.8 per cent), Rimmel and Maybelline (12 per cent), Marks & Spencer (5.4 per cent), Lauder (3 per cent), and Revlon (2.3 per cent).

Marketing Strategies for Industry Database (Make-up, January 1986) says that: "Own brand products are becoming increasingly popular and account for 22 per cent of the market." The Boots brand represents some 82 per cent of the own brands share. Having relauched their No 17

brand last year, the company is poised to do the same for No. 7.

The most important retail outlet in the make-up industry is Boots, which accounts for 41 per cent of total retail sales, say MSI. Independent chemists also have a stable position with a 16.6 per cent value share. Department stores are the third most important outlet with a 10 per cent share. Grocery stores and supermarkets still only account for a small share but are becoming increasingly popular as distribution outlets, with sales recording a 30 per cent year-on-year growth. Direct sales companies last year accounted for around £60m of sales.

A Market Assessment report (Cosmetics, September 1985) says the "upheaval" caused by increasing own-label sales is

long overdue and will help spur the market on to further growth — if only in volume terms. "Traditional cosmetic houses are faced with declining sales and a booming grocery own-label sector, and are having to revaluate their positions within the market."

A Market Direction report looks at Western Europe and the USA (Make-Up & Colour Cosmetics report 6.2) and foresees slower growth rates after the booming 1970s and a need for more specific targetting. It predicts that the cosmetics market for blacks is "on the edge of a boom." Penetration among the young in the UK is high: 83 per cent of 16-19 year olds use cosmetics, but there is further potential here, says Market Direction, citing the success of younger-orientated brands in the hair car market.

# The crucial Factor for make-up?

ax Factor has in the last three years undergone a major restructuring programme under the chief executive Hans Bryers. The separate management, production and distribution structures that existed for Max Factor and Gala, and for brands within these companies, have been condensed into one. Following the sale of the Orlane company by Beatrice Companies, Max Factor continues to hold the distribution rights for the Orland brand in the UK. Spending has been put under tighter control, the five separate sales forces reduced to three, and put under central management. And not least — large sums of money have been spent in the past three years on promotional and advertising support for the brands, such as the corporate cosmetics and Le Jardín television campaigns which ran throughout last year.

In short, the core of Max Factor's strategy has been to let every brand stand on its own feet — managed separately and competing with every other brand within the company's stable. *C&D* asked marketing director, Sarah Roby, just how successful this policy has been.

inis policy nas been.

"We have ensured that each brand has carved out its own niche in terms of price point and appeal to specific consumer needs, in order that they don't cannibalise on each other." Nonetheless our main historical strength is in the mass market sector where the independent chemist plays an important part. We now have a 10 per cent brand share in the colour cosmetics market and are growing faster than the rest of the market (25 per cent compared to 20 per cent)."

With the Mary Quant brand, which Factor got through the acquisition of Gala, the distribution base has been reduced to around 600 doors. It is targetted at young women with high disposable incomes

looking for cosmetics with strong fashion statements. "Following the planned reduction in distribution, the brand has stabilised and is starting to show growth. It holds a 2 per cent share of the retail colour cosmetic market," says Ms Roby.

The Colorfast brand is positioned in the upper, middle market sector, and after being on the market for four years, is said to be performing very well. Again Factor have rationalised distribution — the brand is now in around 1,600 outlets. Colourfast is one of the brands that the company hopes to advertise on television this year. Having used corporate advertising last year, in 1986 they are seeking to strengthen the individual identity of their leading brands.

Max Factor Classic boasts the widest distribution of all the brands with 7,000 outlet distribution and a 7.2 per cent value share of the retail cosmetic market. It also claims to be first in UK face products.

Maxi offers the Max Factor name to the younger consumer who, says Ms Roby, is likely to be "a young working girl in her first job — not quite as self-confident as the Quant consumer." Factor are seeking to increase Maxi distribution base of around 5,000 while at the same time seeking to develop the brand with women's Press and other media options.

Factor see Outdoor Girl as the choice of young housewives on a budget. "A relatively conservative line, it is not for the fashion conscious consumer," says Ms Roby: "whereas Miners is positioned in the budget sector, and aimed at the experimental 13-19 year old." Last year Miners had a television test in the Yorkshire Tyne Tees region, which will be rolled out to four or five other regions later this year.

Max Factor's policy with all the ranges is to sell in the whole range. Ms Roby estimates that one third of their business goes through independent chemists. "Whereas the department stores are coming under pressure and are terribly dependent on the premium sector, the chemist is actually picking up share," she says. "I think there will be some growth in the market and not just on an inflationary basis. This will come about as the economy picks up and people become more discriminating. I don't foresee any real threat from own label products as I think people like



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# Bright future forecast for black beauty

ith the aim of increasing the growth in the black beauty industry, the American Health & Beauty Aids Institute, formed four years ago by 19 US companies, recently came over to the UK on a fact finding mission. The Institute believes that the example set by US marketers, who have built a 2.3bn dollar market out of the 26 million black population could be paralleled in the UK.

Later this year they plan to send a delegation over to the UK to launch a trade mission "We are launching a marketing programme in Britain designed to heighten public awareness of the potential of the ethnic market," says executive director of the Institute, Lafayette Jones. "The Institute will serve as the trade umbrella organisation providing generic information. Our purpose will be to educate retailers while individual companies will present their own products."

The market in hair care products for

# Cosmetics for the sensitive

Almay cosmetics are available in around 2,000 accounts — about 1,200 of those being independent chemists.

In 1986 the range will be supported by a £0.75m advertising campaign, possibly including a television campaign in the Southern and London area, as well as women's Press.

Almay, who claim a 2 per cent value share of the cosmetics market, say that in the past they have not had a strong presence in the strong fashion colour statement sector but say that with the introduction of this Spring's Hothouse collection their image is changing.

changing.

"Chemists have tended to steer clear of "Chemists have tended to steer clear of Almay cosmetics because we were seen first and foremost as a skincare company. But gradually this notion is breaking down and face make-up in particular is recording high sales," says product manager Alison Page. An approximate opening order for Almay is \$1900.

Roc hypo-allergenic range of colour cosmetics is also featuring new shades for Spring. These will be supported by a counter tester display unit, consumer leaflets and window showcards. A £250,000 budget will back the brand and specific advertising for the cosmetics will appear in April editions of the women's Press.

The black beauty market has in the past lain relatively undeveloped — the trade has not recognised the importance of the market and accordingly has failed to ensure adequate distribution. It is only now that the industry is beginning to realise the potential — with a black population of 2.5 million. Britain has the largest ethnic minority community of any nation in Western Europe.

blacks has boomed over the past 10 years, according to David Whitehouse, Alberto-Culver's UK head of research and development.

In the USA there has been an annual growth of 40 per cent over the past four years. In the UK the market is worth about £10m rsp and is expected to double in the near future. Blacks are prepared to spend three to four times as much as caucasians in hair salons, Mr Whitehouse told a recent Society of Cosmetic Scientists meeting in London.

Although hair straightening agents have been available since the fifties, the market did not take off until the introduction in the seventies of the Stay-So-Fro range specifically formulated for negroid hair, which is more brittle, curly and dull than the hair of whites.

In cross section negroid hair is highly oval, caucasian hair is only slightly oval and Asian hair is circular. When stretched, negroid hair breaks more readily, making it more prone to damage, and its innate crimping makes it more highly stressed. Even simple grooming such as brushing and combing causes excess wear and tear. It tends to break with a stepped or jagged edge, rather than with a smooth cut as in caucasian hair.

The cuticle on negroid hair is more likely to crack and lift away from the cortex, making the hair appear dull and lifeless. The usual remedy is to apply oil which lubricates, reduces friction and decreases the dullness. But oil lodges in areas where the cuticle has lifted away, increasing the dullness, and shampoos with powerful cleansing properties are needed to remove

this oil, and at the same time conditions must be used to prevent too much careasing.

Harsh chemicals such as perms are ev more likely to damage negroid hair. Befo perming, a pre-softening gel is used and i essential to check first that the hair has r been bleached, tinted or relaxed.

For skin care, most blacks buy norn products and when using colour cosmettend to prefer brown and red shades greens and blues. There are as many as tones of black skin, ranging from lightown to ebony. Black skin contains no momelanocytes than white skin but the produce larger molecules of melar pigment.

Black skins age more slowly, probable because only 5 per cent of ultraviolet light transmitted through to the dermis, where damages elasticity, compared with 15 per cent transmitted in white skins.

Black skins also heal more slow Pigments and cheloids, which are cutanec tumours thought to be due to proliferation connective tissue, form around wound Even minor injuries such as insect bites c be a source of much social embarrassment some.

Males often suffer from pseudofolliculing the beard area. The hair curls so strong that it pushes under the skin causing pain and unsightly disorders. Because of the many men use depilatories instead of razo

Skin care for blacks is likely to be major growth area in the future, predicts! Whitehouse, but there is a risk of poor developed products being introduced companies which do not understand the tribiochemical differences between black arwhite skin.

#### Yardley's card

Yardley say their sales through chemiincreased by 11.9 per cent last ye compared to the same period in 1984.

The company has an agency base distribution policy, limiting distribution "good class chemists, department stores at selected drug stores where the ratio of sal costs to turnover permits profitable trading Yardley aim to achieve a two to three stotum during the year, but on prime lines the would be six to seven.

During 1986 a £250,000 nation television campaign will support the launt of ESP stayfast nail enamel and lipsticks.

# Pond's Perfect their cosmetics range

One of the biggest entrants into the colour cosmetics market last year was Chesebrough-Pond with their Perfect Colour by Cutex range, for which they claim a 2 per cent brand share.

Launched into the middle market sector, it is positioned as "a branded No 7." Pond's report that since March of last year the range has achieved its launch target of around 2,000 outlets, half of which are independent chemists. The company is now seeking to consolidate its distribution base by concentrating on existing outlets.

Marketing director Paul Crotty says that over a three year period they are looking for a brandshare target of around 5 per cent. This the company hopes to achieve with the help of a £5.5m promotional and advertising budget (last year it was £3.8m). "In a market which is characterised by its low advertising levels, Perfect Colour by Cutex last year had a 33 per cent share of the voice."

A television campaign will break in April and run for five weeks, with a second burst planned for September. In addition here will be full women's Press support to coincide with the brand's three main colour statements in Spring, Summer and Autumn.

Proposed brand activity for 1986 ncludes the launch in April of eye paints — dense, highly pearlised eye colours retailing at £1.85 each. Available in six shades they have a foam applicator to give complete control. A high quality, upmarket foundation is set for launch in September. It will retail at around £5 — a slightly higher price point than the rest of the range.

The company is currently in the process



of modifying its merchandising units. Improvements include a darker livery for the units to match the product packaging, new lipstick and powder testers and a canopy featuring the brand logo. The modifications, to be completed by the end of April, are designed to give the brand a "clearer and more powerful identity."

The minimum parcel size is a shelf unit featuring the nail range which has a retail value of £215. Pond's say the chemist should achieve a stockturn level of about three to four times a year on any parcel.

#### Lancome's Graffiti

Lancôme whose chemist stockists number around 600, have introduced a new range of colours for Spring called Graffiti. New products in the collection include a kohl pencil incorporating three colours in one lead and two new quadri eye compacts which feature two shades in one godet.

Display materials for counters and windows include posters and showcards depicting Lancôme's model, Isabella Rossellini. The new shades are currently being supported in the prestige glossy magazines and by a five-page promotion in Harpers & Queen.

## Vichy look to expand

Vichy will be adding a fourth shade this month to their Silky foundation range — cannelle, available in two skin types — dry/sensitive and normal/combination.

Turning to Vichy's other foundation range Les Lumineuses, which was launched two years ago, marketing manager Garry Honey says "fashion is moving away from heavy foundations to light tinted creams." Les Lumineuses is one of the four products which Vichy will be including in a door-todoor sampling campaign starting just before Easter. Over eight million sachets and two million £1 off coupons will be distributed. Further support for the brand will come from a women's Press advertising campaign from April to run throughout the year. Vichy have a distribution base of around 2,500 chemists and say that any pharmacist wishing to stock their products is not obliged to take the whole range — "each case is considered individually."

It seems unlikely at least for the time being that Vichy will consider introducing colour cosmetics other than foundations into the UK. "Vichy colour cosmetics are available in France where Vichy is a more established brand. We would rather maintain our proposition of being a skincare company in the UK", says Mr Honey.

## All change for Revion?

Charles Scanlon is back at the Revlon helm after a break of five years.

He first joined the company in 1969 as director of sales and seven years later was appointed managing director. In 1981 he was succeeded by the American Tedd Thomas and subsequently set up his own company — Pascall, handling products such as Jean d'Aveze and the Calvin Klein range.

The last few years has seen Revlon's share of the chemist trade drop to below 10 per cent. Pinpointing where the company has gone wrong he says: "Revlon has been pursuing a policy of coming out of major quality accounts. We have done that at a time when the market since 1981 has been showing volume growth. It is no wonder that we have been losing market share."

"We got into a phase of budget led strategies and over-emphasised the priority of profitability. At the same time we came off a strong tranchise system and started to sell product on a non-franchise basis."

In July 1984 Revlon signed a fragrance distribution deal with Chemist Brokers with a view to opening 2,000 new independent chemist accounts in one year. Without committing himself to future plans, Mr Scanlon says "I will be putting all my efforts behind improving the selling operation. We are at present in just under 1,000 chemist shops and my first priority will be to sort out business there".

Not all is bad news however — Charlie cosmetics which were relaunched as a budget brand last April are said to be performing well, as are the toiletry ranges although Scanlon admits, "the chemist has not got his share."

Product introductions look set to play an important part in Scanlon's aim to "restore the old magic in Revlon." Line extensions for the Charlie fragrance are planned for October. He is also planning to move the company's portfolio into a more upmarket position — "to suit the better quality chemist." In particular the Ultima brand, which is a department store only brand, looks a likely candidate for high quality chemists.

To support the brands, Scanlon is increasing the advertising budget by more than 50 per cent. Nail enamels, fragrances and Charlie cosmetics are expected to feature prominently.

he year nineteen hundred and eighty five marked the culmination of a mid-life crisis for a mid-forties pharmacist in Spalding. From the relative security of an established business, the secretaryship of the Lincolnshire LPC, membership of the Society's Council, indeed chairmanship of its Ethics Committee, I decided to make a change before it was too late. Not a little change, for that is not the nature of the beast, but a big change from which there could be no retreat. In place of my security I bought a 2,000 sq ft freehold pharmacy, complete with a second pharmacist, ten staff - even an errand boy, and all of it 270 miles away on the Devon coast at Budleigh Salterton.

The details of the move are best forgotten but suffice it to say that I am now writing this from Devon, thanks to the cooperation of my bank manager. But it's time I started writing about the revolution I have witnessed in my cosmetic business. It can best be summed up in that phrase "to those who have shall be given." In Spalding I was spending my time refusing new accounts while in Budleigh I am scraping the barrel trying to attract new ones — the difference is incredible, now I know how I felt ten years ago with no merchandise worthwhile to sell.

### Company's performance

It is little wonder that the swag men proliferate when the companies are so reluctant to supply. No longer shall I berate those who do their cosmetics the "swag" way although I am determined to develop proper full range accounts here in Budleigh.

So what about the companies and their performances? The Max Factor brand is not a brand name any more, it is a group of franchises — Maxi, Colourfast, Swedish Formula etc.

Most of the other companies have generally been quite sensible. Helena Rubenstein are desperately trying to get back on its feet but seems to keep tripping itself up with its own enthusiasm. The management constantly deserve the prize for "trying hardest" but a school report would suggest "could do better". They should get their act together.

I hear strange stories about Lancôme these days. It seems that their account rationalisation policy has not been properly understood.

Elizabeth Arden haven't been able to put a foot wrong in 1985, except for those independent accounts it closed. Living in a large community of wealthy gentlefolk here

Ten best-selling lipstick shades supplied by Rimmel

Proprietor pharmacist Graham Walker describes the move and setting up of his cosmetic business from Spalding to darkest Devon.

in Budleigh we are hoping to open with Arden in the future. With Spalding the account was a particular success for me.

My good friends (or should I say friend) at Revlon have at last got their business sorted out — just in time to send Tedd Thomas back to the USA and be taken over by Pantry Pride. We have opened a new Revlon agency at Budleigh so we are looking forward to doing some exciting new business with the company's help.

I haven't mentioned my favourite Estee

Lauder simply because we haven't got it a Budleigh (yet) — it could well be some tim before I wear them down. While at Spaldin I did ask them to re-examine the validity of the £350 annual service charge as it was costing me a further £350 per annum to sensing me as further £350 per annum to sensing to be service an account is excessive. The results of the company's deliberations have not been

conveyed to Devon!

But, you know, it really is an efficien outfit. I made an appointment for the loca account executive to come and look a Budleigh. Three days later she arrived punctual to the minute. We had an hour meaningful discussion and parted on the best of terms—I wonder if we will be offered an account (latest news—No account for

Budleigh).

At the opposite end of the market the budget companies are slugging it out, bu quite honestly I don't know which is winning But I'm sure we agents are not! Just calculate your stock holding, sales, space and personnel costs and you are bound to come to the conclusion that budget brands are little more than a customer service. The quickest way to profit is to sell fragrance; the only problem is to get the assortment righ which requires skill and a cool nerve.

The first rule is avoid getting carried away by a tide of apparent customer demand since this can distort your judgment entirely. The decision to take in a fragrance should be based on several parameters. (1) Its marke share (2) Your local market 3) The potential demand and likely stockturn. In my experience a pharmacy needs to be really "into" cosmetics and fragrance before it car justify stocking the top French houses. I haven't mentioned the difficulties of opening new perfumery accounts but these can be substantial as, with their smaller markets, distribution has to be tightly controlled if the agencies are to be profitable for



BUDGET BRANDS RIMMEL (CHARLIE COSMETICS)
MIDDLE MARKET MAX FACTOR YARDLEY ALMAY

UP MARKET HELENA RUBENSTEIN (ELIZABETH ARDEN) (CLARINS) (REVLON)

FRAGRANCE LENTHERIC

LENTHERIC
MORNY
BRONNLEY
CACHEREL
VANDERBILT

**L'HOMME** 

(LAGERFELD)
MENS INSIGNIA
OLD SPICE
YARDLEY
BLUE STRATOS



think twice before taking a high-priced rench fragrance on board, you might sell e small sizes but the larger sizes will robably sit in your cabinet forever. I recall sing told that Tweed sold more units of agrance than any other last year. The nob" attraction of Chanel or Opium might rove to be a total folly.

At Budleigh we already had a Cacherel count for Anais Anais and I opened an acount for Vanderbilt. These two agrances are firmly in the £7.50 to £12.50 racket and, in my view, are the direction in hich pharmacy fragrance stockists should operating. The stock turn is good and ey are quality products to handle.

How does one establish a mens section nen the majority of one's local market have ever used aftershave or deodorants? The swer has to be "with great difficulty." Here Budleigh we have only one premium and, L'Homme by Roger & Gallet, the rest the range is budget priced and includes oducts like Cedar Wood which I didn't alise existed anymore. So do I do? My trent thoughts tend to be definitely posed to going upmarket until we have a smetic business to match and then we ould aim for Aramis and none other.

My experience is that the other market nges do not have market shares to support eir stockholding. So if you want to go market go for Aramis or leave the market one.

Naturally, before one can start setting up new department, it is necessary to tionalise the existing stock. We did it with half price sale — always a painful perience even if it is essential. Mistakes are bund to be made but drastic measures are cessary to produce a clean sheet at the art.

So where have we got to at Budleigh? he plan below shows the accounts that we ready have and, in brackets, those we are eking to obtain.

If this new strategy works then we shall looking to further extend our fragrance tion in time for Christmas 1986.

1) Eliminate by a half price sale all stock longer relevant.

2) Apply for agencies.

3) When new agencies are agreed, cruit an experienced cosmetic consultant.
4) Totally change the shop front and

erior decor and counters to bring them o line with the new image which is sought.

5) When 4) is complete then plan for ajor relaunch, accept delivery of new encies stock, arrange advertising and cal demonstration evenings.

So, fellow pharmacists, that's the way I end to proceed. It is fairly high risk but it akes life between Council meetings citing.

## DHSS discusses ADR reporting

DHSS officials will meet drug industry representatives next month to discuss improved postmarketing surveillance of drugs.

The meeting is the main Government response to the report of the adverse reactions working party which Ministers received in December. The report recommended that post-marketing surveillance studies "should be undertaken under voluntary arrangements between the CSM and the pharmaceutical companies on newly marketed drugs intended for widespread long term use."

The DHSS will also tell all health authorities to "encourage the participation of pharmacists in work on ADRs in hospitals," as recommended by the Working Party.

## GPs — brakes on at 70?

Doctors are to be required to retire at 70 under arrangements to be announced by the DHSS next month, according to Press reports.

The measure is said to be one of the proposals in the long awaited Green Paper on Family Practitioner Services. There are only about 500 GPs practising over 70 — many of these are in inner city areas.

The DHSS is planning to give incentives to young doctors to practice in inner city areas, to introduce competition between practices, and allow advertising of services, according to the *Daily Telegraph*.

## Pertussin is no 'alternative'

Homoeopathic pertussin is not an alternative to conventional vaccination and is administered solely to those children who cannot receive the conventional treatment, two doctors said last week.

Writing in General Practitioner magazine, Dr Michael Holliday of Guildford said he believed homoeopathic pertussin gave some protection against whooping cough though it was not as effective as pertussin vaccination. Dr Bernard Leary of Chesterfield said that

homoeopathic doctors made no claim that pertussin works, because evidence was unavailable. On the other hand, there was no proof that it was ineffective either.

### VATman advice

HM Customs and Excise have published a short information sheet about the VAT default surcharge system, to be introduced on October 1, 1986.

The default surcharge is part of a package of measures designed to encourage traders to submit accurate VAT returns by the due date. At the same time, a system of repayment supplements will be introduced, so that Customs and Excise will have to pay a supplement on any acceptable repayment claim which is unreasonably delayed. Copies of the surcharge information sheet are available from local VAT offices.

## HEALTH CENTRE NEWS

Trent RHA seeks approval from Barnsley MBC to erect a health centre at Church Street, Darton, Barnsley, South Yorks.

South Lincolnshire HA plans an extension to the health centre at Long Sutton, Lincs.

Lancaster HA has awarded two contracts, totalling £144,115, for works at the Catton health centre, Lancaster and at Lower Priory Hall, Lancaster.

**South Lincolnshire HA** seeks approval for a two storey clinic at the old Bus Station site in the town centre of Grantham.

Tunbridge Wells DC has received approval for its plans for sheltered housing, with a doctors' surgery, a clinic and carpark at former Cranbrook Primary School site at Carriers Road, Tunbridge Wells, Kent.

The Dowhart Design Partnership, Aberdeen, is seeking planning approval from the **Gordon District Council**. Aberdeen, Grampian, Scotland, to build 80 houses and a play area plus a health centre.

Barlby and Osgodby parish councillors are seeking approval for a £35,000 child welfare clinic in the parish in the unoccupied Acorn Store at Barlby Hill Top. The site is said to be ideal with no parking troubles, and the premises could be fitted out in three months.

**Boots Ltd** are to spend £429,000 on the fitting out of a distribution warehouse at Chandlers Ford, Eastleigh, Hants.

## Complicating factors in diabetes

ost type I diabetics usually first present in acute hyperglycaemic ketoacidotic coma, often at an early age. We do not yet understand what triggers off this fairly rapid decline after a variable period of normal life. There is usually a recent history of a few months of polyuria, nocturia, serious weight loss and lethargy. When finally taken to hospital, their blood glucose may be anything from 15 to 50 mmol/l and they will be hypokalaemic, dehydrated, hypotensive and acidotic, with a rapid weak pulse and rapid respirations.

There is usually also *ketonuria* (ketones in the urine). Interestingly, such patients, after a period of stabilisation on insulin, often recover temporarily, the so-called "honeymoon period". This may last for up to 18 months, but inevitably their condition deteriorates once again and they become permanently insulin dependent.

The onset of type II diabetes is much more gradual and less dramatic. Many patients may be mildly symptomatic for years without feeling they are actually ill. Although they may have the occasional urinary tract infection, polyuria, nocturia and thirst, they often do not think this is significant. Unfortunately, the diabetic complications, principally the vascular ones, are at the same time proceeding inexorably but more sinisterly. Thus many type II diabetics are first diagnosed incidentally, during a routine medical or at the time of some other perhaps unrelated illness. Or they may merely complain of recent weight loss, tiredness or urinary

Alas, for many others the first symptoms are related to the complications: there may be numbness or tingling in the hands and feet, a progressive visual defect or ischaemic heart disease for example. Perhaps the most common presentation of this type is a foot

This second article on diabetes mellitus, by Russell J. Greene, Chelsea department of pharmacy, King's College London, looks at the diagnosis and other clinical aspects of the disease.

problem, often a deep painless unhealing ulcer, or even a frankly gangrenous, but again painless, toe. The peripheral small blood vessel damage caused by the diseuse means that even minor foot lesions, for example from an ill-fitting shoe or an ingrown toenail, become infected and fail to heal. The associated nerve damage abolishes pain sensation, so the lesion is not perceived as serious: so strong is our association between pain and danger that, in its absence, quite horrendous wounds are not thought dangerous.

### Progression of the disease

Type I diabetics need continuous insulin replacement from early in the disease and, except in certain cases of *insulin resistance*, their overall insulin requirement does not alter. They may need short-term adjustments to the dose, in times of stress for example, but this just reflects normal variation in insulin requirements. Type II diabetics may gradually become more "diabetic" or need changes in their diet, drugs or doses, but this may be due more to non-compliance or drug tolerance than any progression of the disease. However, some do progress to the point when they actually become insulindependent.

Unfortunately, in both types there is a relentless progression of the complications, although the rate of decline varies enormously between patients. This may be

in part related to the degree to which the disease is controlled by therapy.

### Complications

Diabetics generally do not die of acute metabolic disturbances like hyper- or hypoglycaemia, but of renal failure or cardiovascular diseases such as myocardial infarction or stroke. Overall, life expectancy is reduced by one third and the prevalence of ischaemic heart disease is about twice that of healthy adults; for renal disease the figure is about twenty-fold. Diabetes also accounts for most blindness in the West.

Peripheral nerve disease is quite common, with loss of sensation (especially in the feet), autonomic disturbance (which can cause, for example, arrhythmias, hypotension, altered gut motility or impotence) and motor disturbances such as weakness or muscle wasting. Peripheral vascular disease, together with reduced sensation and increased susceptibility to infection, frequently result in a need for progressive surgical amputations of digits or limbs. The various complications are classified in table 1.

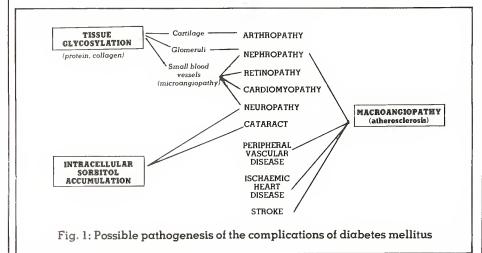
Much research has gone into trying to establish a causal link between the metabolic disturbances and these other complications. If it could be clearly demonstrated that "perfect" metabolic control, with continuously normal blood glucose levels, could prevent the development or progression of these complications there would be even more impetus to improving methods of therapy, and perhaps better patient motivation and compliance.

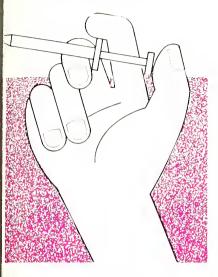
At the moment it is an article of faith among diabetologists that good control results in a reduced incidence of complications and, though complete proof is lacking, it is obviously prudent to recommend meticulous control. There is also some evidence that complications such as retinopathy may remit somewhat if good control is established. The main problems are, firstly, that good control is hard to define and monitor (we shall consider this in the next article), and secondly, that the insidious onset of type II diabetes means that much damage is already done by the time of diagnosis.

### Pathogenesis of complications

There has been some interesting work done on the links between hyperglycaemia per se and these complications (see figure 1). For example, body protein normally has a proportion of covalently bonded glucose, ie it is glycosylated.

Exposure to high levels of glucose will increase this proportion, which may disrupt





he structure of the protein and hence its unction. The most susceptible tissue is the collagen of basement membranes, especially in the small blood vessels. The schaemia resulting from this nicroangiopathy (small blood vessel lisease) possibly causes much of the damage in numerous other tissues, notably n the eyes and kidneys, but also in the nyocardium for example.

Glycosylation of haemoglobin may mpair oxygen transport, producing a legree of hypoxaemia (low blood oxygen) which exacerbates the effects of blood vessel obstruction.

In addition, tissues which do not rely on insulin for glucose transport, for example, the lens of the eye or neurones, get too much; but they still cannot metabolise it properly. The excess glucose is converted intracellularly into polyols, such as sorbitol. These cannot leave the tissue cells as easily as can glucose, and so cause osmotic swelling and cellular disruption. Sorbitol synthesis inhibitors are being used experimentally in the treatment of diabetic complications.

The hyperlipidaemia (high blood fat levels) in diabetes means there is a much greater incidence of atheroma and atherosclerosis, and this leads to ischaemic heart disease, stroke and peripheral vascular disease.

Thus it is clear that in addition to the metabolic defects in almost every cell in the body, most organ systems are prone to damage, and diabetes is perhaps the most relentless of multisystem diseases. This applies equally to both types, although the pattern of complications varies somewhat. A clear understanding of the causes of

## Table 1. The complications of diabetes mellitus

System	Clinical feature
Cardiovascula	r Ischaemic heart disease Peripheral vascular disease Stroke
Renal	Congestive heart failure Glomerular nephropathy
Nervous system	- ) / ····otor dilu
Eyes	autonomic neuropathy Retinopathy; blindness Cataracts
Locomotor	Arthropathy
Systemic	Amputations Increased susceptibility to infection

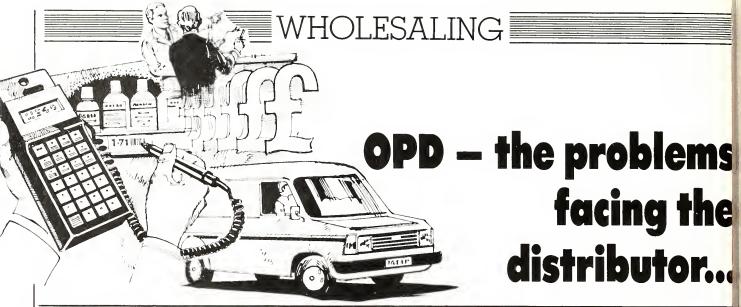
diabetes and its complications will obviously be of inestimable benefit to thousands of sufferers.

In the third part of this article we will look at the current optimal treatment of diabetes.

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The concept of original pack dispensing is not new — the ABPI published its policy last week (C&I March 1, p397). In this article David Walker, management services director for Unichem, looks at OPD from the wholesaler's point of view. Unless all interested parties unite quickly and produce a cohesive policy, the implementation of OPD will be a disaster, he warns.

t will be the pharmaceutical wholesaler who will be most severely affected by the need to handle the increased number of product lines and the subsequent storage problems generated by OPD. It will be the wholesaler who will have to cope with smaller value orders, placed more frequently. It will be the wholesaler who will have to increase stock investment, staffing, warehousing equipment, computers and vans.

The cost to the DHSS will amount to £11.5m per annum from the wholesale sector alone. This cost could be considerably higher if OPD is permitted to come about without regulations and enforceable guidelines. The DHSS must act quickly to make its position quite clear.

### Spatial impact

OPD equals more packs and space and more variations and lines. A simple illustration of this is Distalgesic, where the 500 pack was replaced by the 100 pack, resulting in an increase in storage space of 325 per cent. Tenormin now has the 28 tablet packs standing side by side with 30 tablet packs. In Germany there are packs of 30, 50, 56 and 100.

At present there is no coherent approach by manufacturers to standardising pack sizes. The ABPI and PSGB recommendations for seven and 28 day dose packs are being ignored. Wholesalers will, therefore, be subjected to handling a series of variations on the "7/28" and the "10/30" themes.

For the purpose of cost estimation, this article will assume an overall pack increase factor of  $\times 2$ . Our best estimate at this time, on fast-moving lines, is  $\times 2.6$ .

Therefore OPD equals more cubic capacity in goods-in, medical warehouses, despatch and vans. It will also mean increased linear capacity on the

medical assembly line and order checking area, as the length of the assembly line must be stretched to cope with the additional space requirements and number of items.

In terms of square footage of medical warehouse floor, using our increase factors but allowing for greater use of height in bulk storage areas and greater density of lines stored within our fast-mover section, we would estimate a 40 per cent increase being needed.

#### "At present there is no coherent approach by manufacturers..."

A relevant point here is that we have determined the maximum stack height of OPs to be between 1.5 and 1.8 metres. Greater use of pallet racking will be essential to cope with the bulk, which in turn will demand more use of fork-lift trucks. These trucks obviously require wider gangways and turning areas than manual stock movement procedures, making it very difficult in many cases to improve on floor utilisation. Many wholesalers' warehouses simply do not have the room to consider using these techniques.

Our smallest delivery vehicles will no longer have sufficient capacity and will have to be replaced — this obviously represents further cost increases.

#### Processing impact

OPD equals more order lines. The result of the increase in numbers of packs will be a de-stocking at the pharmacy level. Instead of carrying perhaps one bottle of 500 tablets the pharmacy will have to carry each new OP. The pharmacist could be expected to carry three or four packs of each, depending on demand. The overall number of tablets in stock has been reduced considerably, but the space consumed

would be the same.

The increased number of packs and lower stock levels at the pharmacy will result in a significant increase in order lines placed on the wholesaler. The tendency will still be that items are ordered singly, but more frequently. The pharmacist might order two of each OP each time replenishment was needed. Assuming in the past he replenished his 500 tablet container weekly, when some 50 tablets were left (1 order line), he might have to place 10 OP order lines to turn over the same stock.

Therefore, instead of one order line, he places ten order lines per week

- = nine additional order lines per week
- × 5,000 Unichem members
- = 45,000 additional order lines per week
- = 180,000 additional order lines per fourweek period
- = 2,340,000 additional order lines per year. This is on one product, which having been ordered, has to be invoiced, assembled, checked and delivered.

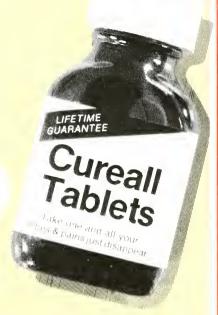
There are over 600 current medical lines among our "fast movers" bearing no resemblance in pack size to OPs. If all were to explode along the above lines, Unichem would be faced with an extra 1,500 million order lines to process each year, just to stand still.

This extrapolation is, of course, extreme, but serves to illustrate the potential consequences of the current lack of enforceable guidelines.

This article will assume a conservative lineage increase factor of  $\times 2$ , and this figure will be used in the costings that follow.

#### Computing requirements

OPD equals more ordering telephone lines, more sales order staff, more order assembly staff, more invoicing. In Unichem's case a high proportion of orders are placed using computer equipment



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## DLESALING



linked directly to our central computers. Therefore the increase in telesales staff is low, but would be substantial in wholesalers who do not have automatic ordering systems.

There will be a need to increase both the "outgoing" telephone lines where we phone non-computerised customers, and the "incoming" automatic lines. OPD means that orders will, on average, take twice as long to place. At Unichem we have 56 lines dedicated to this purpose, and estimate this will have to be increased to 100.

We currently estimate that the number of medical order assemblers and checkers would have to be increased by 50 per cent in order to cope with the doubling of lineage. An additional packer and two additional shelf-filling staff would be needed at each warehouse location.

The increase in invoices will result in additional administration overheads, extra filing facilities, more credits (as a direct proportion of invoiced lines), more microfilming, more consumables — the list is endless, and applies equally to warehouse locations and to head office.

All wholesalers rely heavily on computer facilities which are utilised in most aspects of the business and represent substantial capital investment. Each telesales clerk has a computer terminal on which to enter orders. The "mix" between telesales and automated order placement varies from one company to the next and, of course, the associated costings will vary accordingly.

The increase in lineage resulting from OPD will apply irrespective of the method of order capture and will impose severe strains on today's levels of computer processing power. The "engines" will have to be upgraded. Where the wholesaler uses central, corporate computers with links to each distribution warehouse, the number of high-speed lines will have to be increased. Where a decentralised computer approach is used, it is quite probable that each computer at each location will have to be upgraded.

If any wholesaler is not yet using

#### The costs

We have attempted to quantify the additional costs of OPD in three categories: (a) Capital (b) Implementation (c) Running.

(a) Capital costs

Central costs (eg Computer and line control equipment; microfilm £550,000 equipment) Branch costs (eg Extending fast and slow-

moving racking; doubling bulk pallet racking; additional fork lift truck per branch; conveyor system extensions; van replacements; additional packing trays £1,320,000 building modifications)

(b) Implementation costs

£120,000

(c) Running costs

Central costs (eg computer maintenance; telephone lines, printing and stationery bought ledger clerks, microfilming) £235,000pa

Branch costs Staff costs £1.298.000pa

Printing, stationery, telephone, packing £300,000pa and van costs Stock investment (£2m @ 15 per cent pa)

£300.000pa £374,000pa Depreciation @ 20 per cent pa

#### Total running costs

£2,507,000pa

We can see from the foregoing estimates that Unichem could incur additional capital investment and implementation costs of approximately £2m. The ongoing costs are also very close to £2.5m per annum.

The total costs associated with OPD, from all wholesalers' point of view, could therefore be in the region of:-

Capital: £9.1m On going: £11.4m pa

computerised stock control, the implications of having to control twice the number of items, moving through the warehouse at twice the volume, are horrendous.

### Some suggestions...

To minimise the cost and potential disruption that will be caused by the introduction of OPD, we would like to make the following suggestions:-

- The DHSS makes its policy on OPD known without waiting for the detailed findings from the joint SAC subcommittees.
- While we support the 7/28 day concept, we recommend that, irrespective of the dosage-days decided, there are no more than two OPs of any given item.
- We would further recommend that the "long dose" be a multiple pack of the "short dose."

- Where a product already exists in an OP form do not add new multiple-pack variants.
- Generics *must* be produced in common dosage packs.
- Physical pack dimensions *must* wherever possible be uniform.
- All packs *must* bear the EAN bar code.
- Pricing data should be captured within the pharmacy from the bar code. The bar code should remain on the pack throughout
- Pharmacists must be given the authority to alter prescriptions without reference to the doctor, to reflect the nearest OPD quantity.

#### In conclusion

OPD will have a very real impact on the pharmaceutical wholesaling sector. Considerable preparatory work and investment must be undertaken over the next 18 months, if drug distribution is to continue to be as effective as it is today. In the meantime we would hope that it will now be fully accepted that it will be the wholesaler who will bear the brunt of OPD.

However, should we, the wholesalers, make the capital commitments and investment in OPD before the DHSS has made its policy known? What if OPD never happens? What if it happens by default, without guidelines, without conformity?

The costs that will be incurred by the wholesalers will, of course, have to be passed on to the pharmacist in the form of lower discounts, or in Unichem's case, profit-share. This in turn will result in less "claw-back" being applied by the DHSS, thereby effectively increasing the nation's drugs bill.

#### ...Let all be aware of the impact of OPD on wholesalers...

The total cost to manufacturers from the switch to OPD could be greater than £60m. Under the PPRS this £60m estimate would cost the DHSS an additional £9m per annum.

The ABPI is saying that the equivalent container allowance, approximately £14m pa, will cover their members' costs. In Holland, doctors do not always prescribe in OP quantities and the pharmacist is obliged to dispense the exact quantity prescribed. The OP is, therefore, broken and the drug repackaged, resulting in the container allowance still being paid. We mention this to point out that it is not wise to assume that the £14m pa container allowance could be fully saved.

It is not our position to judge whether the benefits of OPD can justify the substantial costs involved. On the assumption that OPD proceeds let all concerned be aware of the impact on wholesalers and ensure that it happens in a controlled and sensible manner.



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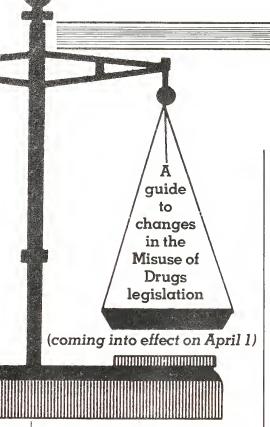
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### proven in practice





The changes will be introduced under three Statutory Instruments:

The Misuse of Drugs Act 1971 (Modification) Order 1985 (SI 1985 No 1995) will amend the list of drugs controlled under the Misuse of Drugs Act 1971. It will add glutethimide, lefetamine and pentazocine to Part II (Class B) of Schedule 2 and 39 other drugs to Part III (Class C).

These other drugs are ethchlorvynol, ethinamate, mazindol, meprobamate, methyprylone, and phentermine plus the 33 benzodiazepines:

alprazalam, bramazepam, camazepam, chlardazepoide, clabazam, clanazepom, chlarazepic acid, clatiazepam, clacazepam, chlarazepic acid, clatiazepam, claxazalam, delarazepam, diazepam, estazalam, ethyl laflazepate, fludiazepam, flunitrazepam, flurazepam, halazepam, halaxazalam, ketazalam, laprazalam, larazepam, larmetazepam, medazepam, nimetazepam, nitrazepam, nardazepam, axazepam, axazalam, pinazepam, prazepam, temazepam, tetrazepam, triazalam.

The Misuse of Drugs Regulations 1985 (SI 1985 No 2066) replaces the 1973 Regulations and will have five schedules of drugs instead of the present four. Sched 2 and 3 will retain their present numbering while Sched 1 will become Sched 5 and vice versa. Sched 4 is a new schedule, which lists 33 benzodiazepines. Thus the new Sched 1 will contain hallucinogens and other strictly controlled substances, while the new Sched 5 will contain those drugs that are exempted from virtually all CD requirements other than the retention of invoices for two years. As before, Sched 2 will contain the main CDs such as cocaine, morphine and pethidine, while Sched 3 will cover drugs such as barbiturates and some appetite suppressants, which are subject to some CD requirements but do not need an entry in the CD register.

The Regulations place glutethimide and lefetamine in Sched 2; ethchlorvynol, ethinamate, mazindol, meprobamate, methyprylone, phentermine and pentazocine in Sched 3.

## Misuse of Drugs...

A pharmacist or person lawfully conducting a retail pharmacy business may posses, manufacture or compound any drugs in Sched 2, 3, 4 and 5.

The Misuse of Drugs (Safe Custody) (Amendment) Regulations 1985 (SI 1985 No 2067) exempt ethchlorvynol, ethinamate, mazindol, meprobamate, methyprylone, pentazocine and phentermine (and any preparation containing these substances) as well as any Sched 4 and 5 drug, from the safe custody requirements. Glutethimide and lefetamine will, as substances listed in Sched 2, automatically become subject to these requirements. In practice, diethylpropion is likely to be the only Sched 3 drug community pharmacist will need to store in a locked safe or cabinet.

### Details on prescriptions

The basic details required on scrips for CDs have not changed. They must be dated by the prescriber, who may use a rubber stamp. They must not be dated by a receptionist or computer.

Phenobarbitone is exempt from the doctor's handwriting requirements. Benzodiazepines are exempt from the CD prescription-writing requirements.

The practitioner's address need not be within the UK if the drug is in Sched 4 or 5. Repeat prescriptions are possible only for these Schedules, but provision is made for dispensing of the total in instalments.

Sched 4 and 5 are also exempt from the requirement that the prescription must not be dispensed before the date specified, nor later than 13 weeks afterwards, and from the requirement that the pharmacist should be acquainted with the prescriber's signature or make sure it is genuine.

The Regulations now make it clear that when a CD is supplied on prescription, the date of supply must be indicated.

A prescription issued before April 1 for a drug which was not a CD before that date, and which is being dispensed after the new Regulations have come into force, will not have to meet the requirements relating to the special form of CD prescriptions or the requirement that the address of the prescriber be in the UK.

#### Changes affecting Schedule 3

There is a new authority to possess and supply Sched 3 drugs (for example, barbiturates) for any person carrying out pest control under a Wildlife and Countryside Act 1981 licence.

Certain categories of person will for the first time be required to make and preserve

for two years records of the production, import and export, obtaining and supplying of Sched 3 drugs. A producer will need to make a record of Sched 3 drugs produced. An importer or exporter (except a person importing or exporting small amounts for medical purposes, for whom it is intended to make an exemption) will be required to make a record of imports and exports.

Others who will be required to keep and (except in the form of prescriptions) preserve records of Sched 3 drugs obtained and supplied are: any producer, a wholesale dealer, a retail dealer, the person in charge or acting in charge of a hospital or nursing home, the person in charge of a laboratory, and others authorised to supply by the Secretary of State.

The precise form of records to be made of production, import or export of Sched 3 drugs is not specified. In the case of records of the obtaining and supply of Sched 3 drugs, the regulations specify "every invoice or other like record" which must contain the date of the transaction and the person by whom or to whom the drug was supplied—a copy is acceptable.

Sched 3 drugs will now be subject to special destruction requirements, which will apply only to producers and to holders of Home Office licences or authorities to supply Sched 3 drugs.

#### Benzodiazepines

Schedule 4 drugs (the benzodiazepines) will be exempt from the prohibition on importation or exportation and licences to import or export these drugs will not be required. When in the form of a medicinal product within the meaning of the Medicines Act 1968, benzodiazepines are exempt from the prohibition on possession of CDs.

Any person wishing to produce, supply or (when *not* in medicinal product form) possess a Sched 4 drug will have to come within those categories of person authorised in the Regulations or be issued with Home Office authority.

Certain categories of persons will be required to keep and possess for two years records on the production, importation or exportation of Schedule 4 drugs. These requirements are the same as those for Sched 3 drugs.

Besides being exempt from the CD prescription requirements, benzodiazepines will also be exempt from the requirements covering the documents to be obtained by the supplier, such as signed orders from private hospitals, etc. These drugs will be exempted from the Misuse of Drugs Act

requirements on marking of bottles and other containers, but will still be subject to the labelling requirements of the Medicines Act, so in effect there will be no change in labelling procedures. Special destruction requirements will apply, but only to holders of Home Office licences or authorities to produce Sched 4 drugs.

## Authority to supply and possess

Provision is now made for a person in lawful possession of a CD to return it to the person from whom he obtained it. This will authorise, for example, a ward sister to return surplus drugs to pharmacy stock.

In addition, but in this case for the purpose of destruction only, a patient or his representative may surrender unwanted prescribed or supplied CDs to a doctor, dentist or pharmacist, who will then be able to destroy them without formality. Similar provision is made for CDs prescribed or supplied for veterinary purposes — these may be surrendered only to veterinary practitioners, or pharmacists.

Provision is also made for those

categories of person who are already authorised to possess any CD in the course of their business or official duties (police and customs officers, etc) to supply such drugs to persons who may lawfully possess them.

### Other changes

The provisions for possession and supply of CDs by the owners or masters of ships and installation managers of offshore installations have been extended to drugs needed to comply with the Mineral Workings (Offshore Installations) Act 1971 or the Health and Safety at Work Act 1974 as well as or instead of the Merchant Shipping Acts. A Sched 2, 3, 4 or 5 drug may now also be supplied to any person on board a ship—previously only the crew was specified.

A registered midwife will be authorised to possess and administer any CD in accordance with the needs of her professional practice and with the requirements of medicines legislation. The midwife's supply order provisions will continue to apply, and a midwife will have to record the particulars of any Sched 2 drug obtained and administered.

Records, prescriptions or other documents required, under the previous Regulations, to be preserved for two years must continue to be so until this period expires.

The Secretary of State, or a person authorised by him, will be empowered to demand information, stocks or records relating to any CD. The range of people who will be liable to comply with a request of this nature will be wider, that is: any person authorised to produce a CD, to import or export a CD, a wholesale dealer, a retail dealer, a practitioner, the person in charge or acting in

charge of a hospital or nursing

home, or of a laboratory, a person with Home Office authority to supply a CD. These requirements do not apply to personal records held in confidence. CDs supplied for a clinical trial or a medicinal test on animals will be exempted from the normal marketing or labelling requirements.

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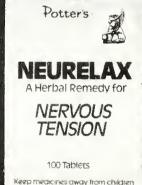
## URINARY COMPLAINTS

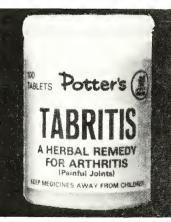
## NERVOUS TENSION

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## Discount excess — three reasons

While I am not against the discount inquiry with regard to PIs, I believe that such an inquiry will be incomplete unless all the relevant facts are brought out.

Firstly, excessive discounts are not obtained by buying PIs only. There are many chemists receiving massive discounts by purchasing generics. Such chemists are "defrauding" the tax payer!

Secondly, there are large retail chains who are involved in every aspect of pharmaceuticals, from manufacturing right through to dispensing. Such companies do not pay Drug Tariff prices for their ethicals. It is only the small chemist who pays the agreed price for his ethical supplies.

Lastly, whatever the outcome of the inquiry, someone, somewhere will soon find an alternative method of "defrauding" the NHS. There is only one way for the Tory Government to stop capitalistic tendencies of pharmacists — that is by nationalising all NHS chemists.

Solomon M. Kasumba Sheffield

## Recording Pls

I noticed that a motion is proposed by a branch of the Pharmaceutical Society for Council to set up a register of pharmacy owners who sign a declaration not to supply parallel imported drugs on NHS prescriptions.

The Rural Pharmacists Association recently abandoned such a register because we were advised that it was contrary to the Treaty of Rome. I would be surprised if such a motion would be acceptable considering the legal advice the RPA has received, but the RPA feels that a response needs to be organised, so that the DHSS will become aware, of the united opposition to any clawback which is seen to be lopsided in its fairness.

I would suggest therefore, that a letter be prepared in readiness for such an eventuality. This letter, purporting to state that a pharmacist has not "indulged" in PI drug usage and that any clawback is completely without justification, could then be sent out to every contractor. Those who can honestly pen their signatures to this letter will then be able to send it to the DHSS, and a copy be sent to the PSNC or PSGB or RPA in order that a record be kept of the numbers involved. This could not be considered to be a register of nonusers of PI drugs, but a complaint about the claw-back, unjustly claimed because

no PI profits have been made.

John Davies

Secretary, Rural Pharmacists Association.

## Xrayser flatters

I did not respond to Xrayser's comments about me in C&D, February 22, as I considered that what he wrote was his personal opinion. In any case I was flattered that he should consider me important enough to include in his column at all, especially as I was put in the company of two Council members, and given more space.

However, I feel I must reply to his remarks about me in last week's issue as they seem based on a misunderstanding of facts in my letter of the previous week. What I said was that once the new contract was in operation the Government would be free to raise the cut-off figure from the present level of 16,000 'scripts pa to any level it wants without the consent of PSNC. (The Government needs only to inform the PSNC, not to get its agreement.)

The point I was making was that with the contract the Government is establishing machinery through which it can impose larger cuts in future. After all, it's ludicrous that the Government should go to the trouble it has done merely to save the Exchequer a net £2m a year.

A. Nathan London N21.

## Calculations wrong?

Is there something wrong with my mathematics or will many of us lose a considerable amount when the new contract is implemented? I calculate that a pharmacy dispensing 3,000 items per month with an average ingredient cost (before discount) of £3.17 will lose £438 a year and can count themselves fortunate, as the same pharmacy with an average ingredient cost of £4.49 will lose £3,005 a year, rising to £3,950 if they are dispensing 4,000 items a month.

An on-cost of 5 per cent will mean that if stock stays on the shelf more than a couple of months the on-cost will be written off by interest charges, and items obtained from a second wholesaler will effectively be dispensed at a loss. At present the on-cost compensates for the discount deducted by the NHS. Curiously, the only pharmacies who appear to really gain are those not receiving the BPA at present, as the new scale of fees incorporates it for everybody.

W.G. Johnson

Liverpool.

#### Monday, March 10

East Kent Branch, Pharmaceutical Society, Kent postgraduate medical centre, Kent and Canterbury Hospital, Cantebury at 8pm. Second of four continuing educational lectures on the GI system and stoma care.

Southampton & District Branch, Pharmaceutical Society, lecture room A, postgraduate medical centre, Southampton General Hospital. Dr Bailey on "Drugs and the driver."

Plymouth & District Branch, Pharmaceutical Society, Board Room, Derriford Hospital at 8pm. Dr PJ Nicholls on "Drugs and the elderly."

#### Tuesday, March 11

Hull Branch, Pharmaceutical Society, and the Hull Pharmacists' Association, staff house, Hull University at 7.45pm. Professor RP Williams, Metropolitan Police Labs on "Science and crime." Joint meeting with the local section, Roya Institute of Chemistry.

Lanarkshire Branch. Pharmaceutical Society. Strathaven suite, Garrion Hotel, Merry Street, Motherwell at 8pm. Dr Hopkin Maddock, member of Council, PSGB, will be the speaker.

Leicestershire Branch. Pharmaceutical Society. The Hospice, Groby Road, Leicester at 8pm. Dr S Ahmedzai, director, Leicestershire Hospice on "The pharmacists contribution to terminal care."

South West Metropolitan Branch, Pharmaceutical Society, Lecture Theatre B, St George's Hospital Medical School SW17 at 7.15pm. Member of Council, PSGB, on "Current affairs in pharmacv"

Sub-Committee for Post Qualification Education and Training of Pharmacists, Medical Biology Centre, Lisburn Road, Belfast at 8pm. Dr B Veitch on "Adverse drug reaction surveillance: the pharmacist's role."

West Metropolitan Branch, Pharmaceutical Society, Chelse School of Pharmacy, Manressa Road SW3 at 6.45pm. Professor Wynn, St Mary's Hospital on "Potential hazards of the pill." Joint meeting with Chelsea pharmacy students.

#### Wednesday, March 12

Fife Branch. Pharmaceutical Society. The City Hotel, Dunfermline at 7.45pm. Mr WM Darling, Member of Council, PSGB, on "Implications of the Nuffield Report." Joint meeting with Edinburgh and Lothians. Buffet supper.

Isle of Wight Branch. Pharmaceutical Society. King Henry Building, Portsmouth Polytechnic at 7pm. Mr BA Oliver on "Hypnosis."

Scottish Borders Branch. Pharmaceutical Society. Peel Hosse, Peel Hospital, by Galashiels at 7.30pm. Dr Norris, consultant in geriatrics, Peel Hospital on "Drug related problems in the elderly."

#### Thursday, March 13

Dundee & Eastern Scottish Branch. Pharmaceutical Society, lecture theatre one, Ninewells Hospital and Medical School at 8pm. Ron Thompson, Grampian TV will be the speaker. Joint meeting with the Dundee Division of the British Medical Association.

Glasgow & West of Scotland Branch. Pharmaceutical Society. Room 1, McCance Building, University of Strathclyde, Glasgow at 7.30pm. Mr WM Darling, Member of Council, PSGB on "The implications of the Nuffield Foundation Inquiry for Pharmacy."

Stirling & Central Scottish Branch, Pharmaceutical Society, Terraces Hotel, 4 Melville Terrace, Stirling at 8pm. Your chance to participate in discussion on retail case studies.

#### Advance Information

Welsh Committee for Postgraduate Pharmaceutical Education. "Family Planning and the Pharmacist," postgraduate centre, Glan Clwyd hospital, Bodelyddan, Rhyl, Clwyd, Sunday, March 23, 1986. Covering oral contraception,

alternative methods of contraception, and the role of the

pharmacist in family planning.

Evening lecture, Bryn Golau Centre, North Wales Hospital, Denbigh, Wednesday, April 16 at 7pm. Dr P Nicholls, School of Pharmacy, UWIST on "Drugs and the elderly." Further information from Mr AS Young c/o L Rowland & Co Ltd, Dolydd Road, Wrexham LL13 7TF.

Welsh Committee for Postgraduate Pharmaceutical Education, one day course, Gwent Headquarters, British Red Cross, 35 Stow Park Circle, Newport, Sunday, March 23, 1986. Courses on Cardiovascular disorders. Further information from TKC James, Welsh School of Pharmacy, UWIST, PO Box 13, Cardiff CF1 3XF (tel 0222 42588).

Industrial Pharmacists Group. Pharmaceutical Society. annual general meeting, Society's Headquarters, Tuesday, March 25, at 11am. Followed by Group meeting "The Nuffield Inquiry Report" at 2pm. Further details from Mr RJ Lentle, 1 Lambeth High Street, London SE1 7JN.

## Vestric make major mark on AAH nine month results

aking on Vestric has paid off in oubled turnover and trading rofits for AAH in the nine months to ecember 31.

Pharmaceutical turnover reached 399m compared with £62m in the presponding 1984 period. Trading rofits of £7.7m compare with £1.3m in the revious nine months. Group figures show 14.97m turnover (£357.5m) and £15.08m ading profits (£7.82m). AAH say more of eir profits are now earned in the first ne months, with pharmaceuticals preading their contribution evenly rough the year, though fuel distribution expected to earn most in the final parter.

Chairman William Pybus says Vestric, rught from Glaxo in March 1985, made e major impact, exceeding AAH edictions made at that time. At the end the 1984 financial year, Glaxo had talked of Vestric "...facing problems in very difficult market conditions." In the year which saw their sale of the company, Glaxo's pre-tax profits went up by 57 per cent, and their tunover increased by 30 per cent. This included sales to Vestric, but not sales by the company.

Hillcross Pharmaceuticals, the generics packaging company launched by AAH in October, is already contributing to trading profits, says Mr Pybus. In November the group acquired Intergen Beauty Products and Berkeley Perfumery, and AAH expect all these businesses to make "useful additions" to pharmaceutical profits. Mr Pybus predicts very satisfactory full-year results.

☐ Statim Finance, the pharmacy finance scheme set up by AAH last year, has so far received about 150 applications, for amounts ranging from £15,000 to £250,000, the company says.

## oots set for conomy drive

oots are planning to reduce staff ambers in a cost-cutting exercise.

The company says it has no specific rures to aim for, and hopes to use overall atural wastage", to avoid making too any redundancies. "At the end of the y some redundancies could be evitable," said a spokesman, "But we pe to make economies by means of mediate reductions on recruitment and luntary early retirement. For instance, if meone leaves a position, we will be

looking carefully to see if that person needs to be replaced".

Boots are looking to set up a 95,000 sq ft distribution centre in Coatbridge, by the A8 Glasgow-Edinburgh road. It will cost £4.5m and bring 200 jobs, says the company. At present Boots' Scottish branches are restocked from Nottingham. The company has been looking for a suitable site for over two years.

☐ Neither the company nor Farleys liquidators, Cork Gully, would give any comment on recent rumours that Boots are planning to buy Farleys after all. Talks with Glaxo were suspended at the beginning of the year when a Salmonella ealing link led to Farleys' liquidation.

## ICI profit drop 'reflects policy'

Pharmaceutical trading profits for ICI rose by £22m to £271m in 1985 — but the company saw a drop of £122m in overall pre-tax profits.

Although the group's £912m figure was well short of 1984's record £1.03 billion, the company claims its result "... supports ICI's strategic direction". The business is moving increasingly towards specialist chemicals, and consumer and speciality products — which include pharmaceuticals — rose from the previous year's £302m trading profits to £373m in 1985. Pharmaceuticals saw profits rise for the fifth successive year.

ICI blame increased competition and less favourable exchange rates for squeezed margins in the bulk business.

## Fisons claim record results

Fisons are claiming record figures in their preliminary 1985 results.

With pre-tax profits up £72.3m — a 50 per cent increase on 1984 — the company says this marks "the fifth successive year of major achievement".

The pharmaceutical division is described as the group's leading earner, bringing in sales of £220.8m, up from £198.5m the year before, and profits of £39m, showing a 25 per cent increase.

The index of retail prices for all items for January 14, 1986 was 379.7 (January 1974=100). This represents an increase of 0.2 per cent on December 1985 (378.9) and an increase of 5.5 per cent on January 1985 (359.8).

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## Sunday trading: Government might still compromise

In spite of official denials from Downing Street and the Home Office, the Government is preparing to let MPs water down its Sunday Trading liberalisation plan, rather than see the whole scheme thrown out by Parliament, says C&D's lobby correspondent.

Ministers still hope the Shops Bill may pass into law in its original form, but they are shaken by the scale of determination of back bench opposition. They fear Labour MPs opposing the Bill at the request of USDAW could combine to destroy the Bill with more than 50 Tories opposing it on religious grounds.

Downing Street insists the Prime Minister wants the whole Bill to be enacted, because of its economic benefits. The Home Office claims there will be no need to offer the Tory rebels concessions. But at least three compromises are being considered for offer if necessary:

- The Government may not try to negate any 'conscience' clause inserted by the House of Lords allowing all staff to opt out of Sunday work
- Sunday trading could be restricted to four hours only for most shops
- Local authorities could be given the right to dictate Sunday trading hours in their areas.

Tory back benchers are angry that the Government plans a "whipped" vote in favour of the Bill. Labour will whip its MPs to vote against. Labour Home Affairs spokesman Gerald Kaufman this week offered to allow Labour MPs a free vote if the Tories are also freed to vote with their consciences, but the Government has no intention of doing so.

- ☐ Illegal Sunday trading is spreading, according to the National Consumer Council's latest survey. They collected over 3,000 advertisements for Sunday opening in a fifth of the time it took in 1983.
- ☐ Cardinal Basil Hume called on the Government to compromise over the Shops Bill in a letter to the *Times* last week. "It is a Government's duty to mediate between particular conflicting interests for the sake of the common good," says Cardinal Hume.
- ☐ 41 Tory backbenchers, many of them very senior and including five former junior Ministers in Mrs Thatcher's Government this week fired a warning shot across the Government's bows. They tabled a Parliamentary motion calling on the Government to change the Shops Bill "so as to pressure the special character of Sunday and to have regard for the principles and conscience of those who would be affected by the total deregulaton of Sunday trading".

## VAT 'could ruin firms' says MP

A Tory MP wants changes to the VAT payment system which is "bankrupting small firms," he says.

Birmingham MP John Taylor wants an end to the requirement for small firms to pay 100 per cent of their VAT to the Customs and Excise each quarter, regardless of whether their own debtors have paid the firm.

"By April 1 most small firms have received only about 50 per cent of the VAT owing to them," says Mr Taylor. "The result is that the present VAT rules are predatory on the cash flow of small firms. They then have to borrow, just to pay their VAT. If they do not pay on time they are committing a criminal offence. I am hoping to meet Treasury Ministers soon to get them to acknowledge that problems exist — which they have not yet done."

## Mother's pay

The Government has run into opposition over its proposal to make employers responsible for paying out maternity allowances.

"We told the Government to drop the idea," said the National Chamber of Trade. "Many small retailers already spend the whole of their Sundays working out National Insurance, PAYE and so on."

The DHSS is responsible for maternity allowances at the moment. If the Government does change this in its new Social Security Bill employers would pay out the allowance and the Government would then reimburse them. "The Government keeps talking about 'Lifting the Burden," said the NPA "but we don't think they are keeping their word."

## Liability: CBI says 'act boldly'

Sir Terence Beckett, director general of the Confederation of British Industry, has called on the Government to act boldly when framing the new law on product liability.

The European Communities Directive, on which new UK law will be based, assumes that companies will be able to insure themselves against risks. "Current experience shows that even under present law, adequate insurance cover is not available and premiums are rising sharply," warned Sir Terence.

A pharmaceutical company reported last week that its product liability cover will be halved this year, and its premium increased four-fold. In the chemicals sector, many companies are finding they cannot obtain much above 50 per cent of the cover they need, and even the

insurance they can get is usually limited by exclusions, he said.

The CBI wants the Government to exercise its right to retain the development risks defence. Under this, manufacturers would not be liable if they could show they could not have known about a defect in the light of currently available science and technology.

Smith & Nephew have acquired the cold water orthopaedic cast division of Hexcel Corporation, San Francisco, California. The company is a Smith & Nephew supplier and its range trademark is Dynacast.

Hofels Pure Foods have stopped using Pharmagen as their distributors to the chemist trade. Orders and enquiries should now be given to Seven Seas representatives, or direct to Seven Seas on 0482 75234 (telex: 525 35). Marfleet Refining Co Ltd, Hedon Road, Marfleet, Hull HU9 SNJ.

William Ransom & Son plc have changed their telephone number to 0462 37615.

## Unilever lever profits up

Unilever have lifted their 1985 pretax profits to £954m, compared with £925m in 1984.

Retiring chairman Sir Kenneth
Durham says the results were "bedevilled
by fluctuating exchange rates, especially
in the last quarter." He referred to the
company's offer last year for RichardsonVicks, saying Unilever were not prepared
to pay more than they thought the
company was worth. Unilever were
overbid by Procter and Gamble.

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## JBPA shuffles at AGM

Stan Wheatley, retiring chairman of the Joint Boots Pharmacists Association, was made an honorary life member at the Association's general meeting last month.

Past PSGB president Henry Howarth said Mr Wheatley was joining an exclusive club, of which he was the only other member

Mr Wheatley was involved with the IBPA since its inception, and was the Association's second chairman.

As a result of the elections, held at the AGM on February 23 in Birmingham, the following were elected to serve until 1988: chairman — D. H. Johnson; vice chairman — D. Fowler; secretary — A.H. Tobias; treasurer — G.M. Stevenson; publicity officer — C.G.B. Smallwood; recruitment officer — J.A. Murphy; past chairman (ex officio) — S.A. Wheatley; nonmanagement — M. Koziol.

Regional officers: Scotland — G.M.

Stevenson; North West — P.J. Walker; Eastern — C.J. Osborne; London — G.J.F. Garfield; South West — A.

For the first time a General Secretary was appointed: Mr John Butter, the retiring treasurer took the position.

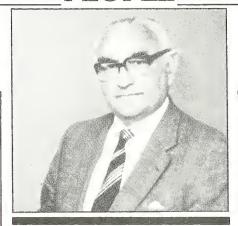
Mr John Carr was elected as chairman of the new standing committee on professional matters. Mr Don Fowler was re-elected as chairman of the remuneration committee and Mr Stan Wheatley was re-elected as JBPA representative to the company pensions advisory committee.

## Chiari in charge

Mr Alain Chiari has been appointed superintendent pharmacist and director of Booker Pharmaceuticals Ltd, whose Kingswood Chemists chain of over 90 pharmacies is based in the South East.

Mr Chiari succeeds Mr Terry Silverstone, who has been appointed managing director of the UK division of the US-owned company Pearlvision, the retail opticians. He continues in a consultative role on professional matters for Kingswood.

Mr Chiari joined the company in 1978 on the acquisition of the Jenkins Group, and became a regional manager in 1984.



## Sangers (NI) MD to retire

Mr Howard Kennedy, managing director of Sangers (Northern Ireland) is to retire at the end of March.

He was presented with a Tyrone crystal ship's decanter by chairman John White in the presence of 40 directors and their spouses. Ulster Chemists Association president Dennis Dougherty and Mr T.I. O'Rourke, secretary of the Pharmaceutical Contractors Committee, together with their wives, also attended the dinner held in Mr Kennedy's honour.

### Poetic licence

Bristol pharmacist John Uren hasn't just made his mark endorsing prescriptions for the last 47 years. He's also penned poems to keep his customers happy.

Mr Uren — who qualified in 1935 — is well-known in the area for his verse, which he puts up on a large board in his shop. "Don't blame the Government/they haven't done anything" was a favourite. And when Women's Lib was in the news he wrote; "No matter how hungry the baby is/he never cries for his father."

"I must have written a couple every week for the past forty years," says Mr Uren. Customers can also write messages, and in the past greetings in German, Chinese and Hebrew have appeared. Although Mr Uren is now retiring from full-time work he's staying on as a consultant — and carrying on with his writing.

May & Baker Ltd have reorganised sales and marketing of their pharmaceutical active ingredients. Following the appointment of Colin Humphrey, pharmaceutical chemicals manager, as manager of the company's Jamacian branch, his responsibilities are reallocated to industrial chemicals business manager, Mick Clow.

## Halstead to US

Sir Ronald Halstead, whose chairmanship of Beecham ended abruptly last year, has now joined the board of Cyanamid in the US.

Sir Ronald left Beecham in November after 15 months of office. He had joined the group in 1954 as a production chemist and later became managing director of the consumer products division from 1973 to 1984. He has also been chairman of the food and drink division.

Lord Keith of Castleacre, then vicechairman, said of Sir Ronald's resignation that the company had decided a "younger, more dynamic" management was needed. The announcement coincided with the group's half-year profits, which showed a rise of 2.4 per cent in pre-tax profits.

Sir Ronald is also on the board of directors of the British Steel Corporation and Burmah Oil plc.

### Pollock retires

Tyneside pharmacist William
Pollock has retired from the
chairmanship of North Tyneside
Local Pharmaceutical Committee
after thirty years' involvement in
the profession's politics.

Mr Pollock served on the former Northumberland LPC as well as the North Tyneside LPC. He's been a member of the North Tyneside Family Practitioner Committee since 1974 but now he's giving that up too. "It's time to make way for a younger man," said Mr Pollock.

### Area election

Voting papers have been sent for the Area Pharmaceutical committee elections in Scotland in the following areas where an election is required:

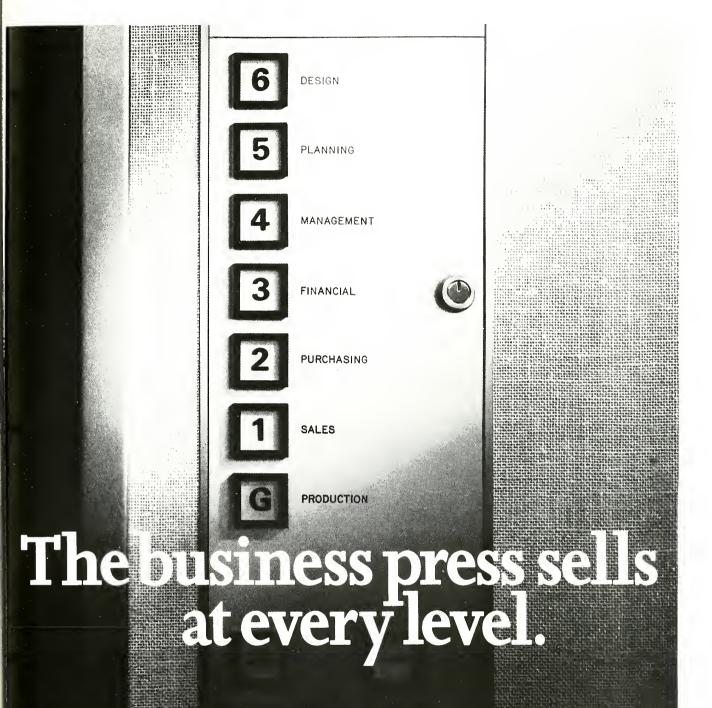
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Employee of contractor
Contractor
Employee of contractor
Employee of contractor
Employee of contractor
Contractor and
Hospital
Contractor and
employee of contractor

Any person eligible to vote who has not received a voting paper should at once write or telephone the returning officer at 36 York Place, Edinburgh EH1 3HU (telephone 031-556-4386). The closing date for voting is March 24.

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